OCTOBER 1982

SOFTWARE MERCHANDISING

TWO DOLLARS

THE MAGAZINE FOR SOFTWARE RETAILERS

THE MANY SIDES OF SOFTWARE

THE VIDEOGAME-COMPUTER LINK

HOLLYWOOD'S CONNECTION

PREMIERE ISSUE

maxell

THE GOLD STANDARD

In an age when new standards are constantly emerging, one disk consistently meets or exceeds them all.

Maxell. The Gold Standard.

Not all disks are created equal. Some are better than others. To find out what's best for you, look for Maxell disks. They now carry the Gold Standard symbol of quality. It's your assurance Maxell disks meet or exceed every definition of quality. No matter who establishes it. We've earned this universal superiority by never relaxing our uniquely demanding quality control. Every aspect of manufacturing is checked, then checked again.

Your benefits are many. Take the perpetual problem of drop-outs. A drop-out is a tiny defect that wastes time and degrades computer accuracy and performance. Now that you understand what a drop-out is, forget it. Maxell disks don't have any. Each disk comes to you certified drop-out free at the time of manufacture. You can depend on this quality protecting your valuable programs and programming time, indefinitely. We've run disks over ten million passes under conditions designed to find weak points and wear. We couldn't. And you won't.

There is a Maxell disk for the floppy system you use, or plan to use. Check your computer's instructions. Or write for our complete, highly informative brochure.

When you set the Gold Standard as your level of quality, you'll benefit from improved disk performance, immediately. Bank on it.

maxell®

Maxell Computer Products Division, 60 Oxford Drive, Moonachie, N.J. 07074, 201-440-8020

Invest in The Gold Standard. Booth 2615, WCES.

CIRCLE #103 ON READER SERVICE CARD

DID YOU SAY YOU WANTED MORE ATARI SOFTWARE?

Add new interest and depth to your regular line of ATARI® software with APX software, available now from standard ATARI sales channels. Over 150 titles ranging from proven sellers to special interest programs are offered, with new titles available quarterly.

Written by ATARI users for ATARI users, APX software is currently carried by hundreds of dealers across the country. Demand for APX software is strong and growing; many ATARI Home Computer owners are pre-sold on APX software when they come to your store because they have APX quarterly catalogues from ATARI.

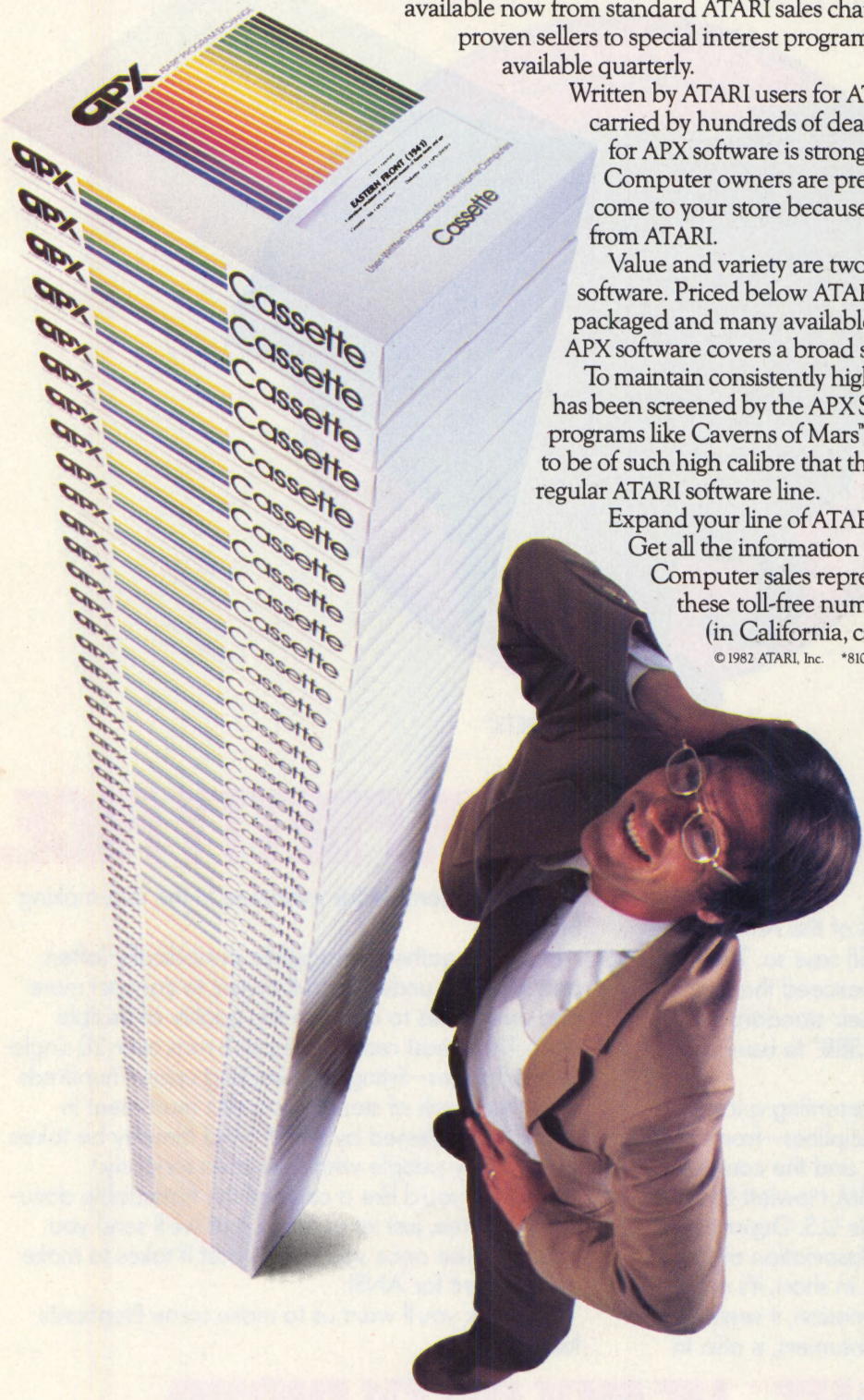
Value and variety are two more strong reasons to stock APX software. Priced below ATARI mainline software titles, attractively packaged and many available in both cassette and diskette* form, APX software covers a broad spectrum of consumer interests.

To maintain consistently high program quality, every APX program has been screened by the APX Software Review Board. Some APX programs like Caverns of Mars™ and My First Alphabet™ have proven to be of such high calibre that they have been incorporated into the regular ATARI software line.

Expand your line of ATARI proven-sellers with APX software. Get all the information from your ATARI Home Computer sales representative, or call one of these toll-free numbers today: 800/538-1862 (in California, call 800/672-1850).

ATARI®

© 1982 ATARI, Inc. *810 Disk Drive is required. A Warner Communications Company



LEADING APX TITLES

Entertainment

Attank!	Galahad and the Holy Grail
Avalanche**	Outlaw**/Howitzer
Blockbuster	Eastern Front (1941)
Dog Daze	747 Landing Simulator
Downhill	Seven Card Stud
Salmon Run	

Education

Counter	Mapware	Starware
Math UFO	Cubbyholes	Video Math
Frogmaster	Number Blast	Flashcards
Letterman	Spelling Genie	Wordmaker

Personal Interest and Development

Advanced MusicSystem — Astrology

Personal Finance and Record Keeping

Family Budget — Weekly Planner
Family Cash Flow

System Software

Mapmaker	Chameleon
Disk Fixer	Extended fig-FORTH
DDT	T: A Text Display Device
Supersort	Ultimate Renumber Utility
Instedit	ATARI Pascal Language

...and more than 100 other titles.

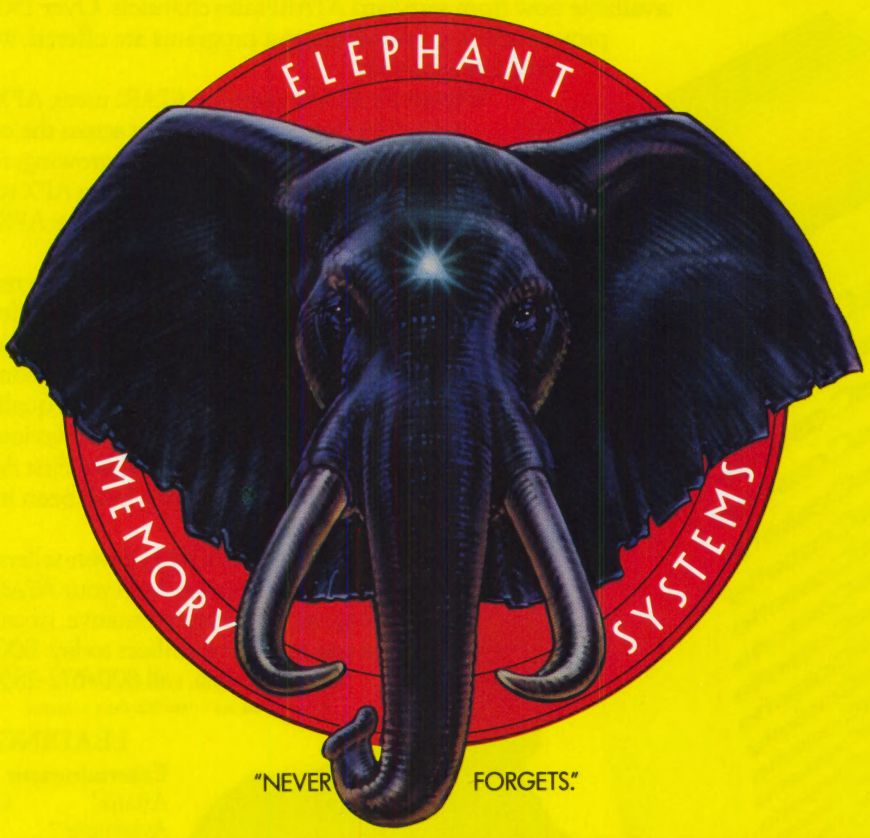
**Indicates trademark of ATARI, Inc.

ATARI HOME COMPUTERS

We've brought the computer age home.™

CIRCLE #144 ON READER SERVICE CARD

REMEMBER:



MORE THAN JUST ANOTHER PRETTY FACE.

Says who? Says ANSI.

Specifically, subcommittee X3B8 of the American National Standards Institute (ANSI) says so. The fact is all Elephant™ floppies meet or exceed the specs required to meet or exceed all their standards.

But just who is "subcommittee X3B8" to issue such pronouncements?

They're a group of people representing a large, well-balanced cross section of disciplines—from academia, government agencies, and the computer industry. People from places like IBM, Hewlett-Packard, 3M, Lawrence Livermore Labs, The U.S. Department of Defense, Honeywell and The Association of Computer Programmers and Analysts. In short, it's a bunch of high-caliber nitpickers whose mission, it seems, in order to make better disks for consumers, is also to make life miserable for everyone in the disk-making business.

How? By gathering together periodically (often, one suspects, under the full moon) to concoct more and more rules to increase the quality of flexible disks. Their most recent rule book runs over 20 single-spaced pages—listing, and insisting upon—hundreds upon hundreds of standards a disk must meet in order to be blessed by ANSI. (And thereby be taken seriously by people who take disks seriously.)

In fact, if you'd like a copy of this formidable document, for free, just let us know and we'll send you one. Because once you know what it takes to make an Elephant for ANSI . . .

We think you'll want us to make some Elephants for you.

ELEPHANT.™ HEAVY DUTY DISKS.

For a free poster-size portrait of our powerful pachyderm, please write us.
Distributed Exclusively by **Leading Edge Products, Inc.**, 225 Turnpike Street, Canton, Massachusetts 02021
Call: toll-free 1-800-343-6833; or in Massachusetts call collect (617) 828-8150. Telex 951-624.

CIRCLE #143 ON READER SERVICE CARD

SOFTWARE MERCHANDISING

CONTENTS

COMPUTERS

20 The Many Sides Of Software

Whether it's for education, entertainment, or personal productivity, multi-format software is the key to making new technology both accessible and functional. Various software categories are explored in depth.

34 The World Of Computer Games

Computer gaming has been becoming increasingly complex. A review of the various types available and a look at what's to come.

EDUCATION

42 The Future Of Educational Software

Educational software is coming of age—both for learning old skills and developing new ones.

ARCADES

50 The Videogame-Computer Link

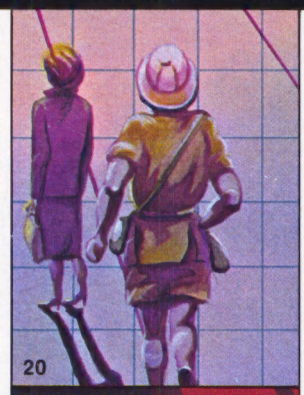
Videogame buyers are solid prospects for home computers—will there be a two-tiered gaming market?

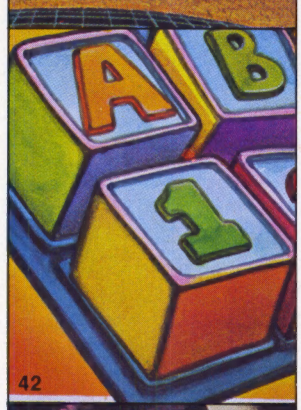
SOFTECH

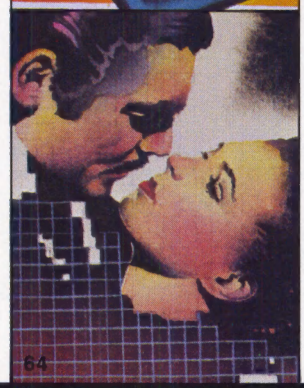
55 The Disk—Spinning Out Software

The home entertainment revolution has spawned a number of different disks. How many systems will there be? Will there be interchangeability? Will there be standards?

Cover Art
Sylvia Gauden







BOOKS

58 How Books Sell Software

A look at retailers who sell books about programming and software—and software to boot.

MARKETING

64 The Hollywood Connection

With directors Steven Spielberg and George Lucas leading the way with their creations, the moguls of Hollywood have plunged headlong into a video game shootout of their own.

70 Spinning Software Into Gold

Record dealers are discovering that video games are best sellers with the public. Record merchants are also eyeing the coming of recreational computer software.

8 SOFTRENDS

A review of news in the software industry.

16 SALES REPORT

Retailer sales round-up from across the country.

79 MERCHANDISER'S NOTEBOOK

Tips from retail experts on the art of selling.

80 NEW PRODUCTS

A look at new computer and video game software

82 BEST SELLERS

The hottest selling computer software and video game cartridges.

Software Merchandising Magazine (USPS applied for) is published monthly by Eastman Publishing Company, Inc. A wholly owned subsidiary of International Thomson Business Press, Business and Editorial offices are located at: 15720 Ventura Blvd., Suite 222, Encino, CA 91436. Yearly subscription rate (12 issues): $18 Domestic; $70 Foreign. Reproduction without permission is prohibited. Second Class-Controlled Circulation rates are paid at Van Nuys, California and additional offices.
POSTMASTERS: Please send form #3579 to **SOFTWARE MERCHANDISING,** P.O. Box 208 Westport, CT 06881

Publisher's Note

Welcome to the inaugural issue of SOFTWARE MERCHANDISING. And welcome to an industry whose real sales tidal wave is barely beginning. This new consumer computer explosion will be very different, however, from the existing small business systems market.

The basic difference will be in software! The average business computer buyer will purchase a new software program only when he buys a new machine—but this same customer as well as his family at home, will have an almost limitless appetite for recreational software, including video game cartridges, as well as education and personal productivity software.

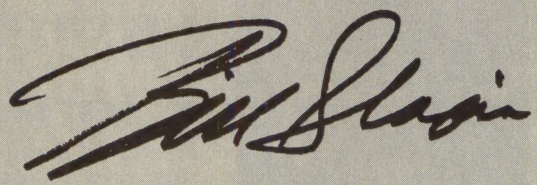
SOFTWARE MERCHANDISING is aimed precisely at this marketplace. And since this market will be software-driven, we will focus in on many of the aspects of home-based entertainment and educational software. Video games, computer games, educational software and interactive video disks are all part of this growing universe.

The present distribution channels can't begin to serve this booming new market. The re-structuring of the home software industry will produce some big winners, and maybe a few losers. Just as the small business system market fueled the growth of computer hardware chains and stores, the software boom will stimulate the growth of software specialty chains and other stores where the lion's share of recreational, educational and personal productivity software will be sold. Numerous software manufacturers are also emerging in strong numbers with programs aimed at these markets.

Wherever the chips may fall, SOFTWARE MERCHANDISING will be there, reporting and analyzing the important developments in this exciting new field.

To edit SOFTWARE MERCHANDISING we've chosen Jim McCullaugh, formerly a senior editor with Billboard, the number one, global music industry trade magazine. In addition to his record software responsibilities, Jim also covered home video and audio. His background in a number of entertainment software areas as well as the marketing/retailing knowledge he's gained over the years is special in the industry. Together with our sister publication, COMPUTER MERCHANDISING, we now feel we have the two strongest magazines on the cutting edge of the retail future.

We welcome all feedback from this debut issue and look for SOFTWARE MERCHANDISING to begin its monthly cycle in January.



Bill Slapin
Publisher

Publisher
Bill Slapin

Associate Publisher
Curtis Pickelle

Executive Editor
Philip Missimore

Editor
Jim McCullaugh

Managing Editor
Three Tyler

Technical Editor
Martin Polon

Contributing Editors
Robert Carr
Susan Foster
Faye Zuckerman
Marcia Golden
Bruce Apar
Suzanne Rodriquez
David Grady

Creative Director
Judi Shaw

Art Director
Robert Suzuki

Production Manager
Patty Harris

Business Manager
Linda Kasko

Advertising Sales Offices
Paul Turchetta
Advertising Director
(213) 995-0436

Dwight Schwab
Northern California
Northwest Representative
(415) 574-3088

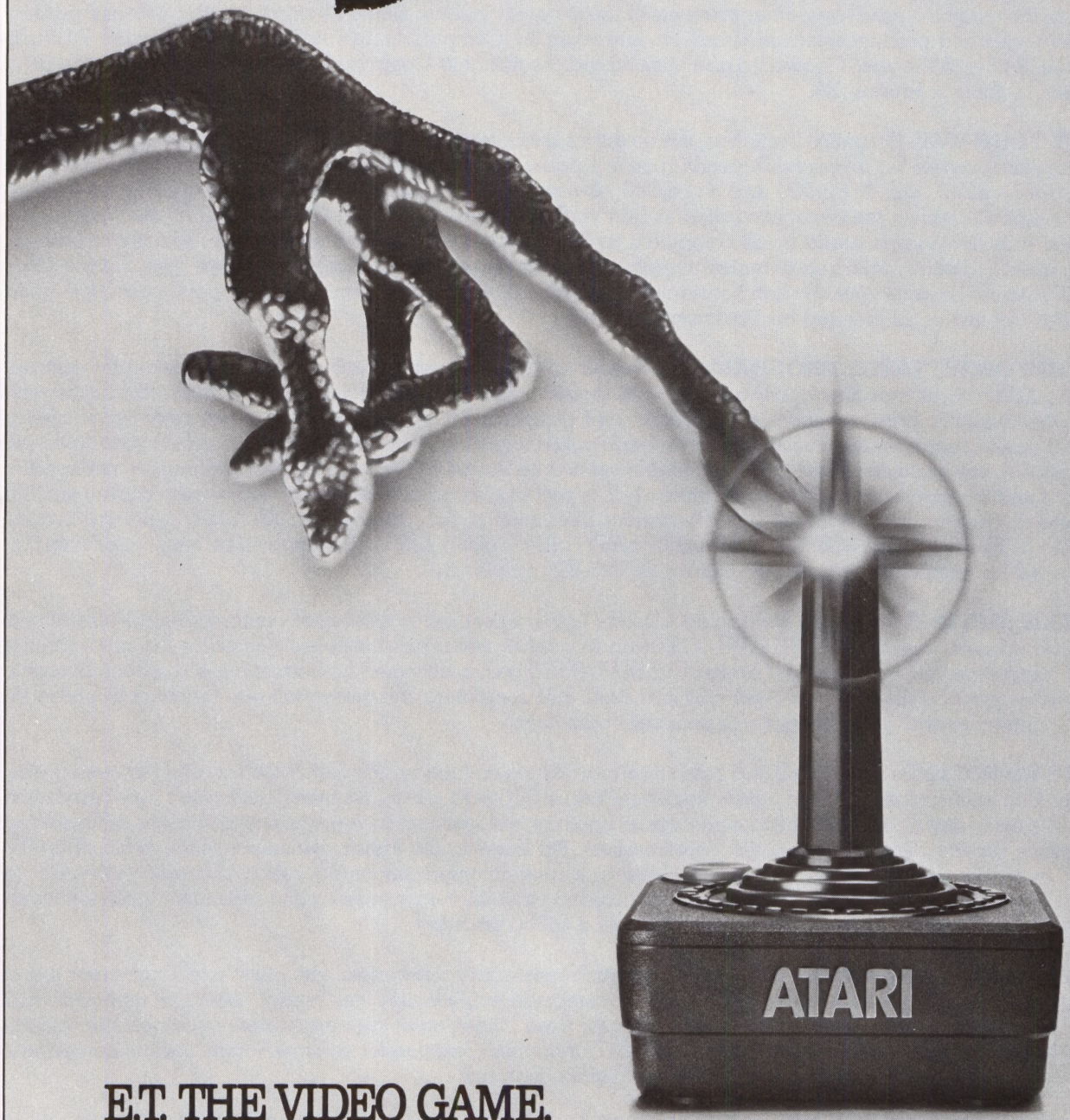
Paul McGinnis
East Coast
(212) 490-1021

George Mannion
Midwest
(312) 467-4200

Editorial and Business Offices
Software Merchandising
15720 Ventura Blvd., Suite 222
Encino, CA 91436
(213) 995-0436

© 1982 Atari, Inc. All rights reserved.

E.T.™*



E.T. THE VIDEO GAME.
ONLY FROM ATARI.®

COMING HOME SOON.

A Warner Communications Company

*A trademark of and licensed by UNIVERSAL CITY STUDIOS, INC. © 1982 UNIVERSAL CITY STUDIOS, INC. All rights reserved.

CIRCLE #142 ON READER SERVICE CARD

SOFTRENDS

TILT: The New York FBI seized $200,000 worth of alleged counterfeit videogames in New Jersey in the first videogame seizure under the new Piracy and Counterfeiting Amendment Act, which went into effect May, 1982. Two New Jersey storefront offices were raided and some 60 alleged counterfeit video arcade games including Pac-Man, Froggers and Kongorilla, valued at $200,000, were seized. Search warrants were executed at the two locations, U.S. Amusements in Livingston, NJ, and Bagatelle Amusements, Hillside. The FBI says the investigation took one year. Officials of the two firms where the alleged counterfeit games were found were served with subpoenas to appear with their records before a special grand jury in Brooklyn Federal Court.

NEW COMPUTERLAND PROGRAM: The ComputerLand, the network of almost 300 retail computer stores, has initiated an "earlybird" software program. According to Ed Murphy, manager of the software department, the service will allow ComputerLand stores to have early access to business, education and recreational software. Stores have access to a centrally purchased product line that includes nearly 3,000 items from some 120 manufacturers. In addition to the earlybird privileges, other elements of the program include ample stocking, prompt delivery, product return privileges and product selection based on evaluation by ComputerLand's newly-formed Software Products Committee. Earlier in the year, ComputerLand unshuttered the first of its ComputerLand satellites, stores specializing in software, in King of Prussia. PA.

HAVE IT YOUR WAY: Programs Unlimited, the country's major franchisor of software-intensive computer stores, is segmenting its approach for investors. Depending on individual market requirements, stores will be available in three different sizes—$240,000, $160,000 and $105,000. Average initial investment had been $240,000. Apart from price, concept will remain the same, according to Don vonLieberman, marketing vice president for the Jericho, NY-based firm, with stocking programs for all computers, in-store program tryouts and total service. 33 company-owned and franchised Programs Unlimited stores are already opened or planned for such markets as New York, Florida, Ohio and California. At the same time, the firm has signed an agreement with Keltic International to open its first West Coast retail outlet, the first of 22 planned for Southern California.

MOST UNFORGETTABLE PROGRAM: The Reader's Digest has moved into the personal computer software publishing field with its new Reader's Digest Services division. The three-tiered approach includes contracting with software development firms for specific programs; joint development agreements with major personal computer hardware manufacturers; and an outside author software publishing plan. Four of the first five programs scheduled will be educational, one business. Later, home entertainment will be added to the mix. The first program, a mathematics assessment and reinforcement package for grades 1–7, is part of a series of educational courseware known as EDU-DISKS and developed under contract by Cybertronics International, Inc., Morristown, NJ. Other programs include PROBLEM SOLVING STRATEGIES and VOCABULARY/LANGUAGE ARTS. Promising to be very "user-friendly," programs will be compatible with Apple and Tandy TRS-80 computers.

MILLIKEN MATH: The Milliken Publishing Co., St. Louis, a leading publisher of computer-based educational software for schools, has formed EDUFUN!, a division to publish educational software games for the most popular personal computers. Initial product is a series of 12 MATHFUN! games designed for both home and school. Available on both cassette and diskette for the Atari 400 and Atari 800 computers, the games will also be made available for Apple, Commodore and Texas Instruments personal computers.

COMPUTER ROCK: Do rock 'n' roll and computers mix? Apple co-founder Stephen Wozniak tested the waters over the Labor Day weekend at the Glen Helen Regional Park, a 200-acre site in Southern California's San Bernardino County. The three-day music festival and computer technology fare featured such major pop attractions as Fleetwood Mac, Jackson Browne, Tom Petty and the Heartbreakers, Pat Benatar, the Police, Santana and the B-52s. The "Us Festival," as it was dubbed, is an offshoot of Unuson, a new communications/education corporation seeded by Wozniak. In addition to the musical acts, the festival included exhibits, demonstrations and seminars on state-of-the-art computer technology for numerous applications. Some 200,000 attended.

REALLY PLAYING THE GAME: THORN EMI Video Programming Enterprises, Inc. plans to roll out its new line of 21 computer games with a hard-hitting advertisement campaign emphasizing the "reality" aspect of several of their games. The ad campaign is affectionately called "Play for Real." Nineteen of the new games are compatible with the Atari 400 and two work on the Commodore VIC 20. *Submarine Commander,* a game where players command a modern-day vessel and simulation game *Jumbo Jet Pilot* are featured.

ON YOUR MARK, GET SET, GO! Broderbund Software brings to purchasers of The Arcade Machine—the do-it-yourself arcade design package—the Arcade Machine Contest. Starting Jan. 31, 1983 and every month thereafter through June 1983, Broderbund will select a finalist who will receive $200 worth of software or hardware. All monthly winners will become eligible for the grand prize of $1,500 worth of software or hardware.

UMI games...for the fun of VIC®

You're in command with Meteor Run . . . guiding your craft through treacherous meteor fields . . . fighting alien ships . . . dodging exploding photon torpedos . . . fighting your way to the red star, Alderbaran. The closer you get, the more hazards you encounter. You're surrounded with challenging adventure! This action-packed game will hold you spellbound for hours. Just imagine the fun you'll have!!

UMI provides thrilling entertainment with a variety of top-notch, arcade quality games. They're designed to play better, have more action and last longer than most.

All games come on low-cost cassettes or on UMI's own durable cartridges. So live it up, take your pick of games from United Microware today. Send for a catalog or contact the UMI distributor nearest you and start the good times rolling. After all, it's just for the fun of VIC®!!

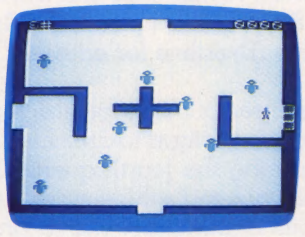
umi

United Microware Industries, Inc.
3503-C Temple Avenue
Pomona, CA 91768
(714) 594-1351

VIC is a registered trademark of Commodore Business Machines.

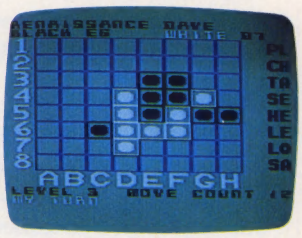
Look at these exciting choices:

Meteor Run — 1613



Amok — 1611

Satellites & Meteorites — 1650



Renaissance — 1600

CIRCLE #141 ON READER SERVICE CARD

SOFTRENDS

MEDICAL SOFTWARE: Manhattan-based Evasco is readying a Medical Office System for year's end. According to the firm, the system incorporates a comprehensive approach to financial management of medical practices, as is suitable to the needs of professional corporate practices, as well as, to the sole practitioner. In its most basic configuration, it is capable of handling as many as 4,000 active patients and an unlimited number of accounting transactions. Using the Apple Computer, the basic price is $10,000, which includes hardware, software and comprehensive manuals.

ACTIVISION ACTIVE: ActiVision expands its international scope by now making its video game cartridges available in Austria, Belgium, West Germany, Luxembourg and the Netherlands. Product distribution is now in 32 countries, or 90 percent of the world market. Bertelsmann AG, Europe's largest media concern, will be the exclusive distributor in these four countries, according to Monti Lueftner, president of the home entertainment division. Bertelsmann's other U.S. interests include Arista Records and Bantam Books. Rounding out recent ActiVision personnel additions: Frank Mainero joins as vice president, marketing; he was formerly a J. Walter Thompson/West executive vice president. Thomas W. Pomeroy, formerly vice president, marketing, is named vice president, planning. Richard S.F. Lehrberg, formerly video game buyer and retail and catalog marketing manager at Sears, Roebuck and Co., Chicago, joins as director, project development. Clifton E. Crowder is named director of sales development; he was formerly national sales manager. Robert G. Chapman, recently Western regional sales manager, is named national merchandise manager. Kevin S. Maguire, formerly distributor relations manager, is the new Western regional sales manager. JoDee J. Fuentes, formerly sales administration manager, is now sales communications manager. Dianne Drosnes, most recently trade publicity coordinator, appointed merchandise associate. In the sales department, Edward M. Bestvina, most recently with Clorox, joins as national accounts sales manager; Don C. Laws, formerly with Digital Equipment, appointed customer service manager; and Frederick B. "Terry" Newell, III, also formerly with Clorox, joins as Southern regional sales manager.

APPLE CONCLAVE: When Steve Wozniak, Apple co-founder, wasn't rock 'n' rolling prior to his Labor Day US Festival in San Bernadino, he spoke at a special software developers conference Apple hosted in late August. Discussed were the company's marketing directions, technical information, and other pertinent issues key to the development of software for Apple Computers. BPI Systems, Broderbund Software, Business & Professional Software and Corvus Systems were among the Monterey, CA., site attendees.

THE GAMES THE SAME, BUT NOT THE POLICY: Not only has On-Line Systems changed its name to Sierra On-Line, Inc., but its marketing strategy to boot. Nearly $1 million will go toward supporting and servicing dealers. In the making are posters, point of purchase displays and publicity. Additionally, CompuVision, a new concept in sales that combines video and computers into a robot-like sales device, will provide "infomercials" of Sierra On-Line's products.

REBATE MANIA: Customers who purchased an Odyssey^2 video game master unit between August 15 and October 1 received a $15 cash rebate as part of Odyssey's new "early buy" special promotion. 1,000-line newspaper ad in 50 key markets kicked off the promotion, which was themed: "Odyssey gives you the keyboard and a rebate, too." Consumers filled out "Early Buy certificates" and sent it directly to the company.

BATTLE ZONES: Mattel Electronics has been sponsoring parent/child videogame tournaments in 18 U.S. cities from August through November. Winning teams in each city where a VideoChallenge is held will compete in a national December tournament. More than 250 prizes will be awarded at each tournament, including the grand prize of a trip via Eastern Airlines for the winning team and two additional family members to the VideoChallenge finals which will take place at L.A.'s Bonaventure Hotel in Los Angeles December 9–12.

KAMIKAZE KIDS: Hayden Software Co. is introducing its new Kamikaze arcade game, first in a series, with a bang. The firm is sponsoring a contest that includes a trip to San Francisco and a chance to win $5,000. To enter, a player sends Hayden a photograph of his/her highest score on the screen. The top five scorers will win the trip West for the "Kamikaze Shootout" next February. Hayden will reserve hotel rooms, food and five Apple computers, each loaded with Kamikaze. Top scorer will get $5,000; second place, $1,000; third place, $500; fourth and fifth place winners each receive $250 certificates good toward Hayden software. Deadline for entries is January 15, 1983.

VINYL VIDEO: Data Age, a new Saratoga, CA, manufacturer of video games is promoting its Atari-compatible product with a "hit" record. Called "Mindscape," the audio disk attempts to dramatize the world inside a video game. In stereo, the record will be available free to consumers during the fourth quarter selling season. The 3½-minute record will be given away free to consumers at retail outlets only and will be supported, in part, by radio promotion that is intended to generate traffic and enthusiasm at the point of purchase. The record is packaged in flat, four-color boxes that graphically blend the imagery and action of Data Age's first five video games. ■

INTRODUCING MILLIONAIRE.™

THE SOFTWARE THAT TAKES CUSTOMERS TO THE STOCK MARKET... AND DEALERS TO THE BANK!

Let's face it, you have a lot of customers who demand more from their computers than just the ability to shoot photon torpedoes at Klingons.

And for that huge market segment, now there's Millionaire.

Millionaire is an astonishingly complete software package that lets your customer get the most out of his computer. How?

First, Millionaire is a game that transforms the user into a power-wielding stock market participant. It's a totally engrossing Wall Street simulation where the future of America's largest corporations (like Exxon, IBM, Bendix, Tandy, and others) rests in the hands of the player.

Second, Millionaire is a remarkable learning tool your customers can count on to provide friendly, comprehensive stock market tutoring.

Best of all, Millionaire is just as attractive to dealers as it is to customers. Because we're backing up Millionaire with total support. From its rich, eye-catching packaging—to the superb instruction manual—all the way to an extensive advertising campaign in all the leading computer journals.

Put this all together and you've got the kind of software you can rely on to generate profit for years to come.

That, in a nutshell, is Millionaire. A captivating real-life simulation. A powerful learning tool. An incredible store traffic builder. And a profit producer you can bank on!

Order Millionaire today.

Available on disk for:
$79.95—Apple II with 48k RAM;
Apple III in emulation mode;
$99.95—IBM PC with PC DOS and 64k RAM;
Osborne and other CP/M systems
with Microsoft Basic

Blue Chip
SOFTWARE

Dealers, Distributors, and OEM's inquire.
19824 Ventura Blvd., Suite 125
Woodland Hills, CA 91364
(213) 881-8288 or contact
Software Distributors (800) 421-0814 or
(800) 252-4025 in California.

Apple II and III are registered trademarks of Apple Computer, Inc. IBM PC is a registered trademark of IBM Corporation. Microsoft Basic is a trademark of Microsoft, Inc. CP/M is a registered trademark of Digital Research, Inc. Osborne is a trademark of Osborne Computer.

©1982 Blue Chip Software

CIRCLE #140 ON READER SERVICE CARD

Spinnaker introduces the one thing that's been missing from educational software.

Fun.

© Spinnaker Software Corp., 1982

Until now, educational software has been boring.

Extremely boring.

And because it was boring, kids rejected it. And parents didn't buy it.

So you, the retailer, got stuck with shelves full of boring software. And as we both know, there's nothing more boring than a product that doesn't sell.

But we're changing all that. With a line of educational software that's actually fun.

And, will actually sell.

How we make learning fun.

All Spinnaker products meet two strict requirements.

First, they all have true educational value. That is, they all help to develop a child's learning skills.

Secondly, all of them are fun. Lots of fun. In fact, our games are so much fun, kids forget they're learning.

How do we do it? Educators and game programmers write our software.

Educators, because they've been in the classroom, and know how children learn. And what keeps their interest. Game programmers, because they know how to have fun with computers. They give our games the high resolution graphics, sound and animation that make them so entertaining.

Combined, you get Spinnaker. Educational software that's fun.

And right now, we're introducing four new titles that can be played on Apple,® Atari,® and IBM® computers: STORY MACHINE, FACEMAKER, and two SNOOPER TROOPS™ detective games.

Spinnaker will put wind in your sales.

With Spinnaker, you're not just getting a new vendor. You're getting a whole new market.

And of all software products, educational software (especially the fun stuff) will realize the most substantial growth in the coming months.

Why?

Because parents, who put up the money for the games, are tired of seeing young Jack and Jill spend hour after hour destroying alien monsters. Without any educational value.

As a Spinnaker retailer, you'll be ready to take full advantage of the "Mothers against Monsters" movement. And you'll reap all the benefits.

We're launching a major advertising campaign aimed at parents, with four color spreads in consumer magazines. And this will help bring customers into your store asking for Spinnaker products by name.

Our packaging will help create impulse sales in your store. One look at our packaging on the preceding page tells you why.

And as a Spinnaker retailer, you'll also get our full support. With four color brochures, in-store displays, posters, and free demo-disks.

So call your distributor and find out more about Spinnaker products. To talk to us directly, call us at (617) 868-4700 or write to: Spinnaker Software, 215 First Street, Cambridge, MA 02142.

We'll show how we made educational software profitable, simply by making it fun.

SPINNAKER™

We make learning fun.

CIRCLE #139 ON READER SERVICE CARD

Apple, IBM and Atari are registered trademarks of Apple Computer, Inc., International Business Machines Corp. and Atari, Inc. respectively.

SALES REPORT

In four regions of this country—East, South, Midwest and West—SOFTWARE MERCHANDISING surveyed a video store, a record store and a computer software retail outlet to find out the top selling video game and how quickly merchandise moves through their stores. It was discovered that few retailers concur on the top seller. As gaming fever rages through the countryside and game preference differs throughout each region, all retailers do agree on one thing, they sell record-breaking numbers of games each month.

EAST

After nearly three years of selling cartridges for Mattel Electronics, Intellivision, and Atari's game machine, Duke Kreps, part owner of Video Room in New York City, calls computer gaming the latest "hit business." Only the newest titles become the top-selling items in his 6-year-old store, he says.

Chopper Command by Activision and *Defender* by Atari, he reports, are top sellers. Usually, new games sell big there for about a month and then such sales fizzle out. The customers who buy the older games are first-time customers.

Kreps merchandises all the available cartridges for Atari and Intellivision, keeping a minimum of six of the more popular titles, like *Pac-Man.* But, new games, expected to become big selling items, he will stock nearly 150 deep. "If a good, new release comes out, we will sell 150 in a week," he says. "We sell 50 to 100 titles a week." He estimates that inventory turns nearly 45 times a year.

At Long Island, NY-based Program's Unlimited, *Cannonball Blitz* by On-Line, Corp. sells big there. The best seller used to be *Pac-Man,* but sales have slowed, reports Dennis Wilcox, director of marketing and operations for the company.

The On-Line game originally derived its popularity in the arcades where demand grew to such extents that the company found it could make a profit selling such games for use in the home. *Pac-Man* followed a similar trend, he adds. "I wouldn't guess the cause of the *Pac-Man* phenomenon, but most of these games gain notoriety in the arcades and develop a following who want to play the games at home."

Nearly 750 titles appear on Program Unlimited's retail outlets' shelves. For the more popular games about 25 of each of those top-selling titles are kept at each outlet. Normally, four of each title are kept in stock. Inventory turns nearly eight times a year, Wilcox reports.

Programs Unlimited, opened since October 1980, now services three stores in New York. A franchise store in Florida recently opened, Wilcox says. "We specialize in selling computer software," he says, "because of this industry's continual growth and that software is the solution. Whether it be a game or a business-related package, customers buy hardware after selecting the software that satisfies their needs."

Disco-Mat located in the heart of bustling Manhattan, reports that the *Empire Strikes Back* is the best seller. "I think it sells because of the 'Star Wars' movies," says Richard Nieves, store manager. But, he adds, *Pac-Man* really takes the cake at being the all-time top seller here.

Nieves says that at Disco-Mat they order new games weekly. Usually, three pieces of software for each title, except the top sellers, are kept on the shelves. Disco-Mat sells more than 40 titles. "We order on Monday and by Friday we get the orders in."

SOUTH

Media Concepts, the mother store for the St. Petersburg, FL chain the Video Corner, sells Intellivision only, reports Richard Smith, its general manager. The Intellivision baseball and football games have been the top sellers there, though when new games come out—like *Astro Smash* and *Star Strike*—they sell big, but for only a few months.

Sports games continue to be popular because of their sophistication and versatility, he says. "These games outdo anybody else's." A player controls all the players, which look real to life on the computer's playing field. "The other manufacturers' sports games are poor," he adds.

Also when Mattel increases advertisements and promotional campaigns, sales soar. He reports that after the company announced contests or some kind of rebate policy, customers flock to the store to buy the hardware as well as the software.

At The Program Store, located in the eastern city of Washington DC, the best seller there is about the west coast highway, *Pacific Coast Highway.* This arcade style game's objective entails getting across the highway without being hit by a car, making it across the beach safely and then jumping from one surfboard to another.

Ray Daly, part owner of the store, believes the highway game's popularity stems from it being similar to a popular arcade game. He also says the game has appealing sound and graphics.

This software store sells more than 1,500 titles and keeps 10 pieces of the more popular games at all times. The majority of the other games are stocked about two deep.

In Pompano Beach, FL Nick Potere, the buyer for Recordland, reports *Defender* and *Pac-Man* are the stores' hot sellers. "The kids around here like those games. That is why they sell big," he adds.

Potere remembers that he couldn't believe how fast

Defender sold. "The people around here knew it was coming out and when it arrived those games blew right out of here."

Daly suspects his entire inventory turns monthly. Orders for new games go out weekly. Nearly six copies of each top selling title and two of each for most of the others are stocked.

MIDWEST

Defender and *Night Stalker* are the top sellers at Jack Messer's three video stores in Cincinnati, OH. The Video Store "These games sell big because of the graphics and imagination that go into the game," he says. Adding, since these games are new they sell.

Messer stocks games nearly 10 deep and orders new games as needed. He estimates his inventory turns monthly, though ordering follows no pattern.

At Kit NewKirk's Game Preserve in Indianapolis, IN, Broderbund's *Choplifter* and Sir-Tech's adventure game *Wizardry* are the top sellers. *Choplifter* sells because of the graphics, she says. "It is state-of-the-art grahics for Apple and it rewards the player for helping people rather than killing someone or something."

And while *Choplifter*'s hostages jump and wave behind enemy lines waiting to be rescued in arcade-like fashion, *Wizardry*'s characters, invented by the player, explore a dungeon fighting off an assortment of frightful monsters. *Wizardry,* Newkirk believes, has sold big there because of how involved a player can become in the game. "You invent the characters which go through an action-packed challenge," she says.

Game Preserve, located in an old, tumble-down house, maintains a "homey" environment with its livingroom-type atmosphere. Customers often drop by the store to sip tea or drink coffee and discuss gaming. In addition to software, the store sells traditional board games.

Newkirk usually stocks the software "one to go and one to show." The more popular games she will keep up to about 10. This 2-year-old store does nearly 20 turns in inventory a year. They sell more than 170 different titles.

Atari's Defender, Imagic's *Demon Attack,* ActiVision's *Chopper Command* and *Star Master,* and Parker Brothers' *The Empire Strikes Back* are major sellers at Camelot/ Grapevine, a 130 store record chain with buying headquarters at North Canton, OH.

The chain is now stocking product from all the major game manufacturers such as Atari, Mattel Intellivision, ActiVision, Imagic and Apollo, according to Dwight Montjar, video director.

"We're very encouraged by the results so far," he says, adding that games are being displayed in-store on custom six-foot by four-foot cases.

WEST

Because of Atari's eye-catching advertisements and hard-hitting promotional campaigns, Vince Ferraro Jr., owner of the Video Station of El Monte, CA, believes that *Pac-Man* and *Defender* have become the top sellers there. "Atari has a good way of getting the public to know their products," he says. "It (the product) starts out in the arcade. Once product familiarity develops in people, they want to get it for the home."

This store carries 100 video game titles. Nearly 50 games are sold a month. Inventory, which is stocked about five deep, turns about once a month.

Apple, TRS-80 in addition to Atari are sold at the El Monte store, located about 20 minutes from downtown Los Angeles and nearby the Santa Anita racetrack. The store sells also VCRs, blank tapes, cameras, accessories and about 500 video titles.

In reference to video games, Ferraro finds, nearly any related product will sell. He says, he has customers who will buy anything that fits an Atari. "They (these customers) don't care what it is if it fits in their Atari, it is sold."

Already, he says, he gets frequent requests for *Frogger* and *Centipede.* "It is incredible that some of these customers have 50 to 60 games and still want more," he says.

The Software Store of Huntington Beach, CA sells a mix of entertainment and "serious software," says Bill Hoffman, the store's owner. The best sellers there are *Wizardry* and *Knight of Diamonds.* These games sell big, he finds because these games appeal to most age groups and a wide array of people.

"We find a lot of our customers—professionals, physicians and lawyers—enjoying these games. They are good escape tools." Generally, the players get wrapped up with the characters and can play the game for hours.

The Software Store sells more than 40 games a week. It keeps six copies of each of the top sellers in stock. Hoffman finds arcade games only sell big for about 8 weeks. Usually, for those games and the less popular ones, he stocks about two of each title.

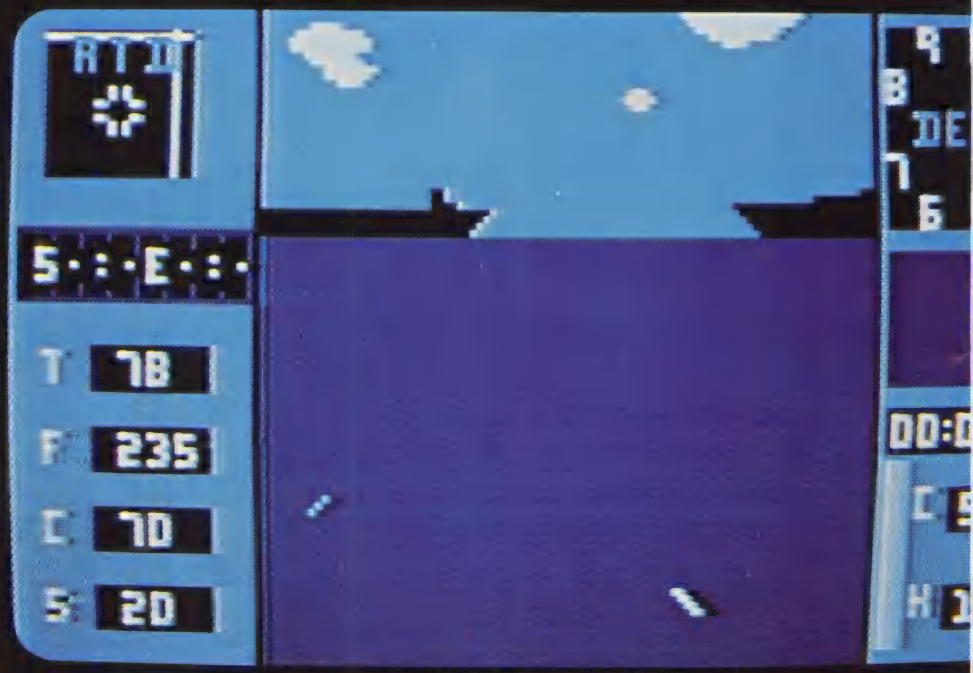
Donkey Kong and *Defender* top the best seller list at Licorice Pizza record stores, based in Los Angeles. According to Lee Cohen, vice president of marketing for these stores, those games are popular primarily among youngsters who become familiar with the games in the arcades.

Licorice Pizza, which started selling games last October 1981, display the games behind glass cases. Usually, they stock about six deep and carry about 40 different titles.

"Game turn over is rapid," Cohen says. "Stores reorder games weekly." How fast does inventory turn? "I wouldn't even venture a guess at that," he says. ■

PLAYFO

COMPUTER GAMES THAT ARE THE CLOS



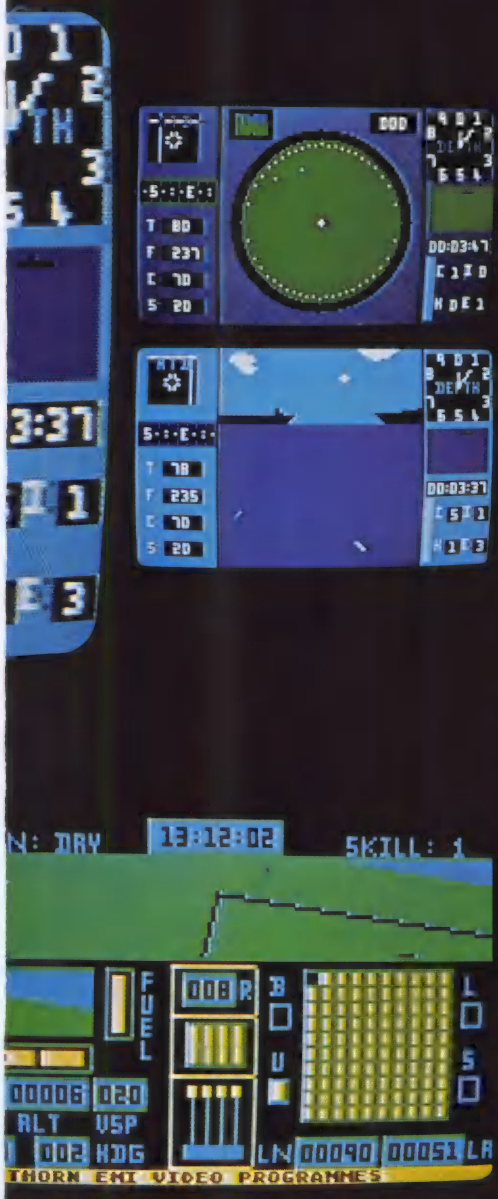
© 1982 THORN EMI Video Programming Enterprises, Inc.

Atari is a registered trademark of Atari, Inc.
VIC 20 is a registered trademark of Commodore International, Inc.

OR REAL

EST THINGS TO REAL LIFE CHALLENGES.

THORN EMI VIDEO



THORN EMI Video Programming Enterprises, Inc., part of the international electronics entertainment giant, announces 21 computer games that are so real, so challenging, your customers will almost forget they're playing a game. They'll be playing for real. No wonder. The graphics are amazingly real-to-life. Action packed. Your customers will know the moment they start playing one they aren't playing any ordinary computer game. They'll be concentrating too hard.

Incredible variety. *With 21 exciting games to choose from, THORN EMI offers a game for every member of the family. There are super realistic simulator games, like Submarine Commander (pictured) and Jumbo Jet Pilot, sports games with lots of fast action, nursery rhyme puzzles, even a financial management game. All have different levels of challenge, so your customers can make them as challenging as they want, and they can be played on the Atari® 400 and 800 and the VIC® 20.*

Incredible advertising support. *THORN EMI will be supporting all its computer games with extensive national advertising, too, including television commercials and print ads. Your customers will not only know THORN EMI home computer games, they'll be asking for them—the computer games that Play For Real. Call THORN EMI for further information and the distributor nearest you: Toll free: 800-526-7843, ext. 291. In New Jersey: 800 522-4503, ext. 291.*

THORN EMI VIDEO

CIRCLE #138 ON READER SERVICE CARD

The Many Sides of Software

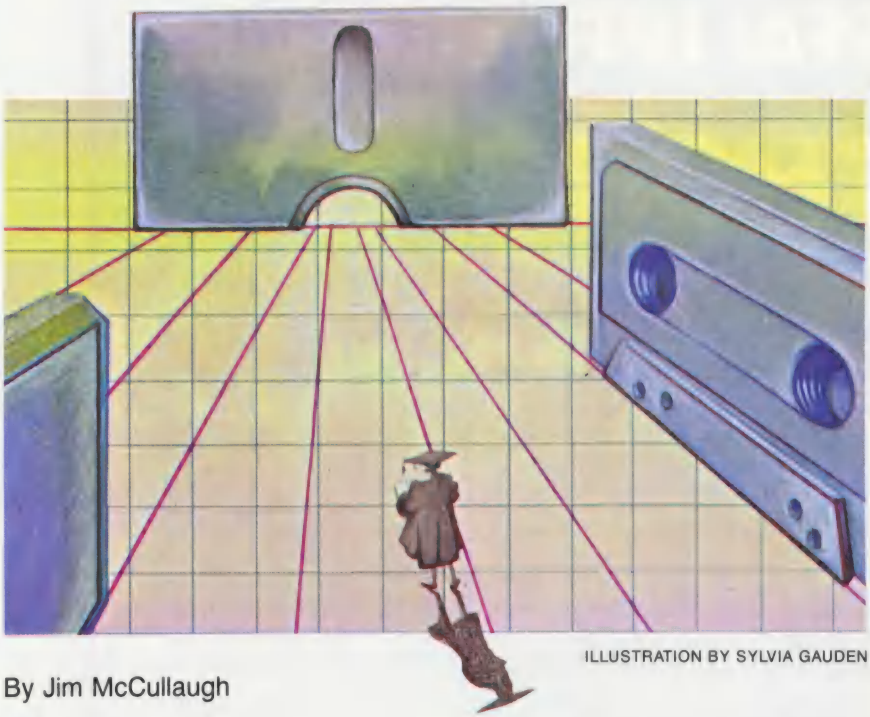


ILLUSTRATION BY SYLVIA GAUDEN

By Jim McCullaugh

SOFTWARE:

Suddenly, like some massive, on-rushing tidal wave of unknown dimension, multi-format software is the key element beginning to engulf the rapidly expanding home entertainment market.

It wasn't all that long ago that the average U.S. household relied on the television set for its visual programming and on the radio/stereo for its music. Now, though, the shift to tomorrow's "electronic cottage" of super fidelity audio/video systems and computers is creating an enormous global appetite for videocassettes, videodisks, plug-in electronic video game cartridges, floppy disks, ROM cartridges, cassette and even better quality records. And that's just the home scenario!

Companies of every description have responded, all rushing now to become multi-format software originators, suppliers and distributors. No wonder. The stakes for all sides of the spectrum—manufacturer, distributor and retailer—are considerable.

The lines are blurring between video entertainment and video game suppliers, as well as between video games and computer software.

At the cutting edge for the home market is the new breed microcomputer software consisting of entertainment, education, personal productivity and home business applications.

Multiplying rapidly, it's this "user friendly" software which is making the new personal computer technology both accessible and functional.

Another major piece of the software pie is plug-in electronic video game cartridges, which in the short span of several years have erupted into a major industry in its own right.

Other infant software industries for the home include videodisk and videocassette, both at the threshold of what could be major businesses in the coming decades once original programming takes hold.

Newer software technologies—such as the Compact Disc which threatens to revolutionize the hi fi and record industries, and stereo-capable micro audio cassettes—are also on the horizon offering much promise.

These new forms of software are also creating new distribution strategies. Here, too, the lines are blurring and crossing over.

After having spent millions of dollars on hardware development, new technology companies seem more intent now on investing money in new software programming.

Here, in this inaugural issue of SOFTWARE MERCHANDISING, the newer and existing software categories are examined with special emphasis on types of products, market projections and patterns of distribution.

COMPUTER SOFTWARE: the "blades" that will fuel the "razors" of personal home computers. Industry statistics predict that two-million personal microcomputers will be sold in the U.S. in 1982, up from 500,000 the previous year, up from 325,000 in 1980 and 150,000 in 1979.

Analyzing by hardware categories for 1982, the professional/personal computer variety costing in the $1,200–$2,000 range are projected to sell 750,000 units; the consumer/personal level, machinery under $1,000, is projected at 650,000 units; 100,000 units is the figure given to portable sales; and hand helds are predicted to sell 500,000.

Among the major hardware players are Apple, Atari, IBM, Radio Shack, Commodore, Texas Instruments and a host of others.

The world personal computer business, according to David Wagman, chairman of Softsel Computer Products, Inc., Inglewood, CA, believed to be the world's largest personal computer software distributor, will be approximately $11 billion by 1986. Of that total market figure, approximately $5 billion will be attributable to software sales.

Richard Taylor, president of Programs Unlimited Computer Centers, a rapidly growing New York-based computer software franchise store operation, contends that the market for microcomputer software in the

OUR PEACHES ARE FRESH DAILY.

When businessmen show up on your doorstep, searching for software to make their hardware investments bear fruit, don't go banannas.

Go to the phone.

Call Softsel. Not just because we're the world's largest distributors of business and recreational software, but for a much more relevant reason.

We have Peachware.™

We have all the Peachtree Software™ your customers need to make their microcomputers get down to business.

Whether they want to make cents out of their accounting system, or take a bite out of overhead, we've got the Peachpaks™ to make it all possible.

At a juicy 45% discount.

And that's not all. We feature mouth-watering markdowns on well over 100 different product lines. Without making you order any more product than your inventory can digest.

Of course, if you do have a big appetite, our quantity discounts will save you even more.

And here's something else we'll save you. Time. Call us in the morning, and your order ships that afternoon. And no back ordering, or we pick up the freight.

Naturally, if any of our produce is less than perfect, send it right back. We'll send you a fresh Peachpak.

We wouldn't want you to get stuck with a bad apple.

SOFTSEL

8295 South La Cienega Blvd.
Inglewood, CA 90301
(213) 670-9461/(800) 421-5770
In California (800) 262-4242
TELEX: 664-484

CIRCLE #137 ON READER SERVICE CARD

U.S. alone will reach $2.5 billion by 1985 and an incredible $25 billion by 1990.

Jim Connelley, president of Automated Simulations, a Mountain View, CA, company offering educational and computing game software, estimates that there were approximately 300,000 computers in U.S. households at the beginning of the year.

"I don't think it's a wild-eyed prediction," he observes, "to say that there will be one million in homes by the end of the year. There should be 10 million personal computers in homes in the next five years. Of that 10 million universe, let's say each purchased $200 worth of software a year. That's a $2 billion industry right there."

The lines are blurring between video entertainment and video game suppliers, as well as between video games and computer software.

Says Bob Leff, president of Softsel, which markets close to 2,000 different software packages, 70 percent of which are recreational: "The recent lowering of prices by personal computer manufacturers, is indicative of a trend that will continue. The razor blades are becoming less expensive. As a consequence, it's the software that retailers will be using to make a profit. Software will become even more important than it is today."

"It's growing faster than anything else in sight," maintains Dr. Egil Juliussen, chairman of Future Computing, Inc., a Dallas-based market research firm specializing in computers.

Not only are computer hardware sales of various types skyrocketing, he adds, but computer software suppliers and "publishers" are proliferating as well.

"There are at least 1,000 companies offering software," he says, "and they seem to be increasing all the time now."

Not only is the growth spawning computer hardware retailers, but a whole new nation of computer software specialists. Juliussen is predicting more than 1,000 of those types of specialists alone by 1986. It's currently estimated that there are 3,500–4,500 retailers of computer hardware and software in the U.S. Add to that 6,000 Tandy Radio Shack stores and the retail universe is already sizeable.

"The software specialty store," he adds, "is very needed and will become very important."

Comments Leff: "Software only stores are growing incredibly rapidly. It seems that every month, double the number are opening that were opening the month before. Of course, at the beginning, many will also carry hardware to some degree."

"We are seeing the market explode," adds Taylor, who projects 200 Programs Unlimited software stores, both company owned and franchised, in the next three years.

"It's the fastest growing retail opportunity in the country," he continues, "We are at a period in our economy where other kinds of store franchising are grinding to a halt. Not so with computers. Entrepreneurs know, even though money is tight, you have to do it now. The business is moving too rapidly not to. We're finding that prospects want more than one store, they want whole territories. They figure if one computer software store is good for them, then 10 is 10 times as good.

"I disagree with those who say the personal computer business has not really exploded or that it's still one to two years away. It's happening right now. No longer are consumers coming into computer stores and asking 'what can a computer do for me and why do I need it?' They are saying "I know I need one, which one should I get?' The public is convinced that this is a part of their lives now."

Taylor adds that he feels the computer software market for the rest of 1982 will be $1 billion and will grow at a 35 percent–45 percent growth through 1985.

"Absolutely, we'll see a proliferation of software only stores," forecasts Ed Murphy, software manager for ComputerLand, a Hayward, CA-based chain of nearly 300 computer hardware dealers in the U.S. ComputerLand has already spun off a software store called Computer Satellites in King Of Prussia, PA, which "is being watched very closely by other stores in the network. We anticipate 400 such stores in the next three years." Most of the stores will be in mall locations and are designed in part to "feed" nearby ComputerLand hardware outlets.

Of course, computer hardware/software stores won't have all the avenues of distribution to themselves as many non-traditional computer retailers are jumping on the personal computer bandwagon. Many observers are drawing an analogy between the birth of computer hardware and software stores with the two-pronged growth of hi fi stores and record retailers.

"Software," says Wagman, "is truly a natural and lucrative adjunct to many of these non-computer retail operations since the bottom line of that type of general retail expertise these businesses have will help make it work. This is a key reason why so many of these record, video, consumer electronics and other retailers

are poised to take off on the personal computer wave by getting into the software business."

"I'm seeing great interest from JC Penney and Toys R Us, for example," says John Williams, head of On-Line, Coarsegold, CA. "Distribution will move outside computer stores. A lot of it will go into record stores, bookstores, toy stores, mass merchandisers and the like. If you are going to buy a piece of computer hardware, sure it makes sense to go to a computer hardware store. But I see no reason why one has to go to ComputerLand to buy 'Cannonball Blitz.' The software-only store evolution won't happen tomorrow, though. There aren't enough computers out there right now to suport them. We're looking at a three-to-five year time frame."

"Of course," adds Softsel's Leff, "there will be a certain level at which non-computer stores will venture into this world. There is a certain amount of expertise needed to carry software. Sure, various kinds of outlets will carry recreational and educational products but it takes a great deal of expertise to sell an accounts payable package. I doubt the average bookstore will be doing that. More likely they will be carrying the Top 20 entertainment packages."

Among the major software categories for both professional and personal computers are systems software, productivity software; entertainment or recreational computing software, business software and scientific engineering software.

While business applications software will remain a potent software category in the 1980s and beyond, and will certainly be dominant with respect to dollar volume, it's the entertainment, educational and personal productivity products that are growing at a fast-paced clip for the personal home market. Recreational computing software—games of various types—is perhaps the fastest growing segment and is pegged as the sure-fire unit leader in sales for the years to come.

Computer games fall into various categories such as arcade-style solar system 'shoot-em-ups', maze chases and sports games, to more highly sophisticated adventures, high resolution text adventures featuring enhanced graphics and animation, strategy, fantasy, role playing and role simulation types. Hybrids are also forming.

Arcade-type games are certain to remain the leading edge for the newer breed, lower-priced personal computer hitting the marketplace. In the more mature, higher ticket market, the more sophisticated, intellectual games are becoming increasingly popular.

The complex data storage capability of the floppy disk makes for all kinds of intriguing entertainment program possibilities.

One predicted trend is that there will be a migration of sorts as the more popular and complex computer games will filter down to less expensive computers and even to video game cartridges. The limited storage capability, though, of ROM cartridge and cassette, as well as hardware limitations, will inhibit that migration to a certain degree.

"I don't think it's a wild-eyed prediction to say that there will be one million (computers) in homes by the end of the year."

"As long as the industry is made up of new users," comments Williams, "because of the number of computers being sold each month, arcade style games will be the most popular. New users are always going to lean toward the arcade game because it's what they know from the coin-ops. I think they will eventually move to more sophisticated product. And more and more software publishers are realizing that we don't have to make a game 30 seconds long. We're only going to sell it once. We can make the arcade game a little more involved, make a little more happen, and make it last five or ten minutes."

Consumers are becoming sated with reflex games," observes Connelley, "and after a while they begin to look for something more intellectual and more stimulating, what we refer to as 'mind games,' which offer a high play value and a more lasting value to the customer."

Gaming fever has also infected the mushrooming educational software area.

"The home market," says Leff, "is going to be aimed at more fun type educational programs rather than traditional drill programs. We're seeing more learning programs but they are still games you learn from. Foremost it's a game and secondly an educational vehicle."

"There will be a merging of the games-style approach," agrees Bill Bowman, chairman of Spinnaker Software, a Boston-based firm, "with educational values," adding that the educational market alone for software could amount to $70 million.

Another firm, The Learning Company, Portola Valley, CA, which is offering software programs for use by children three to 13, is also merging the two concepts. Says the company's president Jack Smyth, "The playful nature of the software maintains the interest of the player while providing a stimulating and useful learning experience."

One newer trend in both the recreational and computing software markets is the sheer proliferation of suppliers and titles which will crystalize into heightened marketing efforts. The industry has already witnessed dramatic and substantial packaging improvements as the battle for shelf space intensifies.

"That will continue," Leff points out, "until there is packaging of as high a quality as any other consumer goods industry."

"It's aleady become more a marketing game," observes Gary Carlton, vice president of marketing for Broderbund, a San Rafael software company specializing in business and games computer software.

The enormous proliferation of titles is also placing more pressure on software dealers of all kinds. How can they keep up with it?

"That's one service we provide," says Leff, "We have nine people constantly evaluating new product." Softsel gets some several hundred new programs a month for review. "I doubt if even a Sears could have nine people evaluating new product in a category. Most of our retailers are ordering on a weekly basis. We want to see them turn their inventory. They don't have to stock on a three-week basis or order on a monthly basis."

"The way this market is going," adds Williams, "a product that comes out today might obsolete something that came out six months ago. A retailer should make sure his supplier has a restocking or stock balancing program so that if he gets stuck with product, that's no longer state-of-the-art, he can turn it in for credit. A retailer has to know what's on his racks and clear old product if he's to achieve a high return on sales."

Last year, also, the average retail price on recreational computing software product was $25. Now it's closer to $30–$32. Educational software is ranging from $30 to $60.

VIDEO GAMES: no one needs to be told anymore about the explosive growth of the plug-in electronic video game cartridge market, which, like home computers, has been the subject of endless articles in the consumer press. And only recluses haven't seen the George Plimpton Mattel Intellivision television commercials zapping arch rival Atari.

A glance at industry projections reflects the staggering scenario. Video game hardware console sales are expected to top out at eight million units in 1982, up from 4,200,000 in 1981, up from 2,200,000 in 1980 and up from 400,000 the year prior to that. By 1985, it's further predicted, almost half of all U.S. television households (some 70–80 million) will have a video gaming machine. Almost a million units in U.S. homes!

Likewise, video game cartridges are expected to sell 55 million units in 1982, up from 30 million a year before, up from nine million in 1980 and four million in 1979. Almost 100 million!

The dollar figure? Factory sales of nearly two billion.

An adjunct, although not growing quite as fast, is the electronic hand held game market which expects to sell 30,500,000 units in 1982.

The playing principals in the electronic video game market are also expanding with rapid speed. Atari, industry giant believed to have two-thirds of the market (grossing some $740 million in hardware/software sales in 1981) and Mattel Intellivision, and North American Philips' Odyssey 2, ranked second and third respectively in terms of market share, have been joined on the hardware side by Astrocade, Coleco, Emerson Radio Corp. APF and Commodore. Atari private labels the Sears Telegame Video Arcade.

"I disagree with those who say the personal computer business has not really exploded or that it's still one to two years away."

Atari is dominant on the software side with more than 100 games available now for its system as well as the Sears TVA. Mattel now offers some 60–70 games, while N.A.P. Odyssey numbers 50 games in its catalog. APR has 30 games, Astrocade has 75, Coleco two dozen, Commodore 20–30, while Emerson features 15–20.

The latest development in the video game phenomenon is the birth of the independent "label" or firm, such as an ActiVision, which makes ROM cartridge software available compatible with an existing hardware format. In addition to ActiVision, which markets Atari-compatible cartridges, other independents include Imagic, Apollo, U.S. Games, Gabriel Industries, Arcadia, CommaVid, Telesys and others. And in one of the wildest ironies in the history of marketing, even Mattel is offering Atari-compatible game cartridges, an acknowledgement of the sizeable market share Atari owns.

Distribution of video game hardware and software has been widespread with department stores, mass merchandisers, discounters, and electronics stores moving the lion's share of the product initially. Now the video game blanket covers record stores, video specialty stores, drug stores and others.

The great debate raging in the market centers on its long-term viability. One camp of industry observers and participants say the video game console phenomenon is fleeting, to be replaced by low-cost personal home computers. Not so, say others, such as Atari chairman Raymond E. Kassar, who claims games and computers will remain "two distinct markets."

Still others subscribe to the "fusion theory," which predicts that home video games will become more sophisticated and will feature some computing capability.

A major retail concern is that the increasing numbers of software manufacturers will have a disruptive effect on the market, glutting it with product and creating wholesale/retail price erosion. Signs of that have already cropped up in some markets but dealers for the most part are buying in for what they expect to be a blockbuster Christmas selling season. Retailers, manufacturers and distributors will have a better idea of the continuing strength of the market after Christmas—when they tally their sales points.

Key trends in games themselves also see a move to more sophisticated, complex varieties. Graphics, color and sound also continue to improve. Arcade-type 'shoot-em-ups' and maze chases are expected to remain dominant game types through the balance of 1982.

From an advertising and promotion

Sell the Memorex 5¼" mini disc to your customers. They'll find them ideally suited for any business, word processing or personal computing applications. You'll find you have more satisfied customers because Memorex flexible discs offer outstanding reliability and durability.

You can sell the Memorex minis with confidence. They provide accurate recording. A uniquely sealed jacket is the strongest available. Hub rings protect the discs for longer lasting dependability. And they're backed by a full one-year warranty. It all adds up to trouble free performance and repeat business for you.

To support your efforts, national and local advertising, promotional materials, and an excellent co-op program are available. And starting May 1st, a new nationwide sales promotion begins that will get more customers to buy Memorex mini discs from you.

It also adds up to big profit. A variety of plans make selling the Memorex mini attractive. The Memorex name makes selling the mini easy. And the outstanding quality of the disc makes satisfied customers, loyal customers.

With that kind of winning combination, selling Memorex is a sure money-maker. Call us now to get on the bandwagon for the big customer mini disc promotion.* It's an opportunity to earn more profit you won't want to miss. Call (800) 538-8200. In California (408) 987-1893 or write Flexible Disc Division Marketing, 2400 Condensa Street, Santa Clara, California 95052 for information.

MEMOREX
A Burroughs Company

Turn mini flexibility into all around profit.

© 1982 Memorex Corporation
Memorex is a registered trademark of Memorex Corporation.
*Offer ends December 31, 1982. Offer good only in U.S.A.
CM-241-02 8/82 Printed in U.S.A.

CIRCLE #136 ON READER SERVICE CARD

point of view, the industry will ride the coattails of Atari as they plan to spend $35 million in those areas during the second half of 1982. One shift in the Atari advertising, though, is that it will tend to place more emphasis on its own "exclusive" cartridges. ActiVision plans spending $25 million advertising dollars before the year is out, while Mattel Intellivision will also keep the pressure on. A new advertising battleground for the Fall will be movie theatres as well.

VIDEODISK: like two young prizefighters, both consumer-available videodisk camps continue to joust and spar while a third contender is still waiting in the wings. The current projections indicate that sales of all types of videodisk players in 1982 will be 250,000–350,000 units, up from 1981's totals of 157,000. On the software side, it's estimated that videodisk sales of all types will be 5–7 million units this year, up from approximately 2–3 million last year.

"As long as the industry is made up of new users, because of the number of computers being sold each month, arcade style games will be the most popular."

The MCA/Philips-developed laser optical system, first introduced in 1978, is believed to be in 75,000 U.S. households. Projected sales of LaserVision (the umbrella term for all laser optical hardware and software firms) units for 1982 are 30,000–70,000. Disk sales are projected at 2–3 million.

Most of the major film studios are now making their product available on the LV format.

According to John Messerschmitt, vice president, videodisk program development at the North American Philips Consumer Electronics Co., some $400 million has been invested in the system. Considerable money is continuing to be poured into the system as $15 million was earmarked for 1982 marketing and $10 million for programming.

Initially, hardware and software were sold together in the same outlets but distribution has now widened to include a variety of retailers including video software specialty and record stores.

Unlike its rivals, RCA and VHD, the laser optical system has immediate crossover to the young home computer field. North American Philips, for example, plans also to "position" the LV player as a "peripheral" to be sold through computer hardware retailers.

Because of the informational storage capabilities of the laser disk the company has developed a number of sophisticated non-consumer applications.

"There is a lot of overlap," says Messerschmitt, "between consumer applications and educational/professional applications. Apple has sold a million of its home computers at $2,000–$3,000 apiece. So we have to rethink our perception of what the consumer is willing to spend for a product he sees as beneficial to himself and his children. Our dealers are beginning to set up the players in their showrooms interfaced with an Apple computer. You can take a simple game and make it a re-inforced learning process."

MCA Videodisc is also known to be working on games and other programming that will allow their laser disk product to interface with a home computer.

RCA introduced its Capacitance Electronic Disc (CED) in March, 1981, backed by a multi-million dollar ad and promotion campaign.

RCA claims that 165,000 CED players were sold out of RCA's Bloomington, IN, factory with at least 105,000 of all brands having been sold to consumers nine months after the launch. By the end of 1981, RCA also claims, it had sold 2.85 million disks, almost one million more than the company's own projections.

One encouraging aspect thus far to the RCA story is the hunger of disks shown by hardware purchasers. According to Seth Willenson, vice president, RCA SelectaVision Videodiscs, purchasers of the hardware are typically averaging 30 or more disks per year.

The stereo version of the CED player was recently introduced and RCA plans to spend more than $20 million on its Fall videodisk advertising and promotional campaign.

"Looking ahead just four years," predicts Jack Sauter, vice president and general manager of RCA's Consumer Electronics Division, "we now estimate that the industry's basic video business will achieve retail sales of nearly $16 billion in 1985 as both the videodisk gains strength and VCR sales maintain their upward growth."

Distribution of CED videodisks, too, has widened beyond hardware dealers as video specialty, records/tapes and other retailers are now stocking them.

Finally, a third incompatible videodisk system, VHD (Video High Density) is targeted for 1983 introduction. Among principals in this global consortium are Japan's Matsushita (JVC, Panasonic, Quasar), England's Thorn-EMI and the General Electric in the U.S. The VHD camps claim they will have 245 programs in their opening catalog, much of it original.

VIDEOCASSETTE: prerecorded videocassettes have come a long way since Sony introduced its first one-hour Betamax ½-in. machine back in 1976. Approximately 3–4 million VCRs are believed to be in U.S. households as of mid-1982. VCR sales are projected to be two million units alone in 1982, up from 1,361,000 in 1981. Best estimates also now give Beta's arch-rival VHS format 60 percent–70 percent of the U.S. market, while Beta retains the rest.

Naturally, the increasing hardware universe is creating an expanding appetite for video software. Blank videotape sales are expected to be

God knows, we've tried everything else.

So maybe wearing the rubber nose will convince you that we've got our fun-loving side, too.

Okay, so maybe it is our fault.

We've worked hard to prove that we're the right distributor for your CP/M business/utility software.

We know that when you need any serious programs, you call us.

When you want odd formats that nobody else is likely to have, you call us.

And when you don't like the discounts or the backorders or the service you get from other distributors, you call us.

That's terrific, and we love you to pieces for it.

But how about computer games?

Does "Software Distributors" just pop right into your head? It should.

We know that games are serious business, and that if you don't have them, you can't sell them. So we've filled our shelves with games for Apple, Atari, the TRS-80 and more. Games from Avalon Hill, Broderbund, Gebelli, Microsoft, On Line, Sirius, whoever—just name it and it's yours.

All with the same deep discounts, the same great delivery and the same friendly service as we're giving you on your CP/M software.

So if you're ready for your first really good experience with a distributor, give us a call.

Software Distributors, 10023 Jefferson Boulevard, Culver City, CA 90230.

We're not not just playing at games.

SOFTWARE DISTRIBUTORS

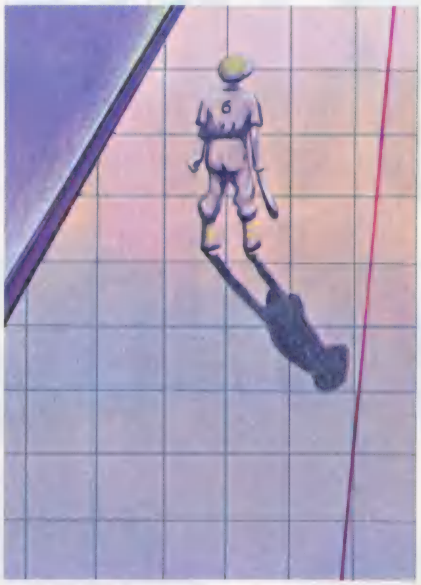
213-204-6620 • 800-252-4025 (CA)
Telex 182362 ATT: Soft USA Culv
800-421-0814 world-wide

CIRCLE #135 ON READER SERVICE CARD

38 million units in 1982, up from 1981's 28 million. By the end of 1982, prerecorded videotape sales are projected at 6½-million units, up from last year's 5½-million.

According to the International Tape/Disc Assn., the trade group that compiles industry figures for audio and videotape, sales of videocassettes in 1981 were $341,403,000 as compared to 1980's $232,300,000, a whopping increase of 47 percent. Combined, says the ITA, sales of blank video and audio tape cassettes domestically totalled $630,724,000 for 1981. For the first time, videotape sales were greater in dollar volume than audio sales.

Patterns of distribution for blank videotape are continuing to be widespread. Prime retailers of this type of software are video specialty houses, electronics outlets, mass merchandisers, department stores, and record stores.



"A retailer should make sure his supplier has a restocking or stock balancing program."

Prerecorded home video has spawned a new network of video specialty stores—both independent and franchised—offering product from at least 60 major and minor video software suppliers. Most of the major film studios have spun off home video divisions such as Paramount Home Video, Twentieth Century-Fox Video, Columbia Pictures Home Entertainment, MCA Videocassette and others.

Despite the rosy growth figures, though, the home video industry remains mercurial, fraught with uncertainty.

The high average retail ticket of a movie on videocassette ($80–$100) has produced primarily a rental business in the U.S. Latest estimates, in fact, say rental outstrips sale 80 percent–20 percent. That alone has hindered more varied types of retailers—such as record stores—from getting more heavily involved.

Various and shifting rental-only, sale-only and combination sale and rental policies from the major studios has also had a disruptive effect on the marketplace. To date, acknowledges Gene Giaquinto, president of MCA Videocassette, "no one has come up with the right formula." MCA, like such other suppliers as Paramount, are testing the sale waters more thoroughly by lowering prices on catalog titles, similar to the record industry mid-line concept. The industry should know by the end of the year if there is a magic price point for cassettes that might produce more of a sale market.

There is also an avenue of thought that suggests that the home video business, both cassette and disk, will fall by the wayside as cable and cable programming grows. Why buy or even rent movies when everything ever made might be available on cable? Emerging technologies might also be able to store programming in a way that would allow the home user to simply call it up whenever he or she wants it. Again, no need for home video.

Finally, and perhaps the largest shadow hovering over the home video business, is the yet-to-be-decided legality of home taping, the result of a six year long legal fight waged by Universal against Sony which contends that home taping via VCR is an infringement of copyright. The legality issue will be heard by the Supreme Court while forces in Congress are mustering to place a levy on VCR hardware and software in order to compensate copyright holders. Stay tuned.

RECORDS & TAPES: reports about the demise of the music industry have been greatly exaggerated, according to Stephen Traiman, executive director of the Recording Industry Assn. of America.

True, no one is denying that prerecorded music is selling in the kind of unit or dollar amounts as it once did. It was only a few years ago that the record industry was riding a tidal wave of its own as such LPs as "Saturday Night Fever" were racking up worldwide sales of 30 million units. In the halcyon days of 1975–76, also, it was not unusual for such other albums as the "Grease" soundtrack, the Eagles' "Hotel California" or Fleetwood Mac's "Rumours" to chalk up 10 million unit, mega-platinum figures with astounding ease.

The roller coaster, however, began its downward climb in the late 70s, a descent it may never recover from. Elements affecting the record business, according to many observers, included: the high price of records, disco, self-defeating business excesses on the part of record labels, the recession—and the incursion of newer technologies affected leisure time spending and activity. They include video games, cable tv, home video and personal computers.

"There's no question," observes Traiman, "that the recession has had an impact on all kinds of leisure spending. And four key factors affecting the record industry are home taping, counterfeiting, piracy . . . and now, video games." Another plague is record rental, a mushrooming phenomenon in Japan now gaining popularity in the U.S.

Still, though, the record industry plans to do in the neighborhood of $3.6 billion in 1982, about the same as 1981, but reflective of increased

© 1982 Atari, Inc. All rights reserved.
*Trademark of LUCASFILM LTD
Used by Atari, Inc. under license

"...Suspenseful...Spectacular...A thrill a minute..." The reviews will pour in as your customers experience the exciting adventures of RAIDERS OF THE LOST ARK* —the newest action-packed game cartridge from Atari®.

The quest for the lost Ark will bring them on a thrilling journey with Indiana Jones. Battling the enemy with guns and grenades. Confronting poisonous snakes with whips and bullets. There's digging with shovels. Escaping by parachutes. And more.

Your reviews? "...Exciting...Profitable...More store traffic...." No small wonder, because for three months, Atari will run commercials on prime time network TV, prime time football, and teen radio.

And there's a lot more in store. RAIDERS is just one of the new "movie" game cartridges Atari will introduce in the 4th quarter. So be ready to turn some of the biggest hits in the movies, into some of the biggest hits in your store.

ATARI
A Warner Communications Company

CIRCLE #134 ON READER SERVICE CARD

wholesale/retail pricing, not unit increases.

According to Paul Grein, Billboard Magazine's Music Research Editor, platinum albums (one million unit sales) were up 24 percent for the first half of 1982 compared with the first half of 1981—31 LPs as contrasted with 25. Gold albums (500,000 unit sellers), however, were down 31 percent—50 for the first half of 1982 as compared with 72 for the first half of 1981, the lowest first half total for gold in nine years. Grein analyzes that the flat record industry is hurting more at the middle level artist plateau rather than at the major best selling artist level.

Gold singles were also off 24 percent in the first half of 1982, down to 13 from 17, the lowest totals for gold singles in the first half since 1966.

One significant swing in the record industry software market has been the shift to prerecorded cassettes, believed to be generated by the Sony Walkman personal stereo phenomenon.

In 1982 the record industry sold approximately 273 million LPs and 125 million cassettes, down from 308 million LPs and 100 million cassettes in 1980.

Cassettes continue to come on strong, according to Traiman, as the ratio of LPs to cassettes is now approximately 6–4. But by the end of 1983, Traiman suggests, "cassettes may be the dominant music medium."

"Let's face it," he adds, "the 12-in. vinyl LP has had a good run but it's clearly not the optimum deliverer of sound or video to the home, not in the light of such emerging technologies as the Compact Disc or the digital audio cassette. The music industry needs to adapt to changing technology, changing lifestyles and changes in leisure spending. The record industry will stay healthy if it adapts."

Already, there are signs of that adaption, WEA, for example, the Warner Bros./Elektra/Asylum/Atlantic label brotherhood, is capitalizing on the personal stereo boom by placing two classic LPs on one specially-priced ($10.98) pre-recorded cassette, the "Two On One" program.

Other labels are also mounting heavy sales and promotion campaigns for prerecorded cassettes as well. Another twist is the "Cassingle" ploy of A&M-distributed IRS Records which features two songs on a single cassette. That experiment kicked off with two songs from the second LP by the hot selling new act the Go-Go's.

"Four key factors affecting the record industry are home taping, counterfeiting, piracy, and now video games."

Will the conventional analog LP fit the profile of the new breed software entertainment store? Time will tell.

COMPACT DISC: for the uninitiated, the Compact Disc is pegged as the record of the future. It's a 4.7-in. laser-read disk utilizing a similar technology as laser read optical videodisks. Moreover, it offers greatly improved signal-to-noise ratio, complete stereo channel separation, negligible distortion and an absence of rumble, wow, flutter and intermodulation. Encapsulated in a protective coating it is also impervious to wear, scratches, dust or dirt. Theoretically, it should last forever without loss of sound quality. It's capable of one hour of playing time.

Sony and Philips are the co-developers of the Compact Disc, dubbed CD to the trade, and both firms will be making home CD players, interfaceable with any home hi fi system, available by the first quarter of 1983.

Additionally, the system has been licensed to some 40 European and Japanese hi fi manufacturers including Matsushita (JVC, Technics, Panasonic and Quasar), Marantz, Toshiba, Kenwood, Hitachi and others.

Initially, players will be priced in the audiophile range of $750–$1,500 while software will also sport an audiophile price tag of $15–$20 per disk.

Sony/CBS in Japan and the huge European conglomerate PolyGram Records plan to release software in Europe, Japan and elsewhere in support of the players. Both have major CD software pressing plants readied with several other plants under construction elsewhere in Japan by CD allies.

PolyGram, according to its president and chief operating officer Guenther Hensler, is attempting to rally worldwide record industry support behind CD.

The influential label plans to release 200–300 titles in CD format in Europe by the end of 1982 alone. Product will be from PolyGram's Polydor, Decca and Phonogram labels featuring pop, classical and jazz repertoire. Artists to be available in Europe include the Bee Gees, Rolling Stones, Elton John, John Williams, the Boston Pops, Art Blakey, Zubin Mehta and a host of others.

In the U.S., PolyGram Records will be releasing titles from Polydor, Mercury and the Casablanca labels. One element holding up U.S. label participation is a 3-cent per disk royalty CD developers are asking. Amicable agreements should be forthcoming shortly and American labels such as CBS and Warner Brothers should be offering CD versions of LPs during the 1983 timetable.

Says Hensler: "The superior sound quality of the Compact Disc digital audio system and its significant advantages to the consumer have convinced us that this system should ultimately receive the same widespread acceptance as phonograph records and tapes. Someday, most music issued by the major record companies should be available on Compact Discs."

From a distribution point of view, Compact Disc may be anybody's ballgame. Certainly, CD software will be sold in tandem with CD hardware as well as in traditional record stores.

However, this new breed of soft-

NH

NEW HORIZONS GROUP

Distributors of
Computer Products
and
Video Games

Business, Educational,
Games & Utilities
Software for:
APPLE
Atari
IBM
NEC
Osborne
TRS 80
TRS Color
Vic 20
CP/M
Cassettes & Tapes
Floppy & Hard Disks
Firmware
Hardware
Available at prices
BELOW
our competition
In Australia call:
Melbourne 03-988 4447

In Europe call:
London 0101-723 2889

In USA/Canada call:
(604) 985 4376

and request our
catalog/price list
NOW!!!

ware may also fit the new software entertainment retailer and might begin flowing through software specialty stores carrying computer and home video product. Even bookstores and drugstores, as well as other types of outlets may eventually get into the act. There's even more speculation in Japan, also, that CD might be offered in vending machines.

"The Compact Disc," adds Traiman, "combines a super fidelity medium with portability. It should be a shot in the arm for the entire music industry around the world."

Another tantalizing possibility: because of its high density storage capability, Compact Disc technology is also adaptable as a computer storage medium.

Insiders also predict that the Japanese electronics industry expects to produce more than 100,000 Compact Disc digital audio disk players by the first quarter of 1983. Player production estimates of one million are projected for the end of 1983, while three million are projected for 1984. A 10-million CD player population is estimated by the end of 1986.

If the software buying pattern follows a similar pattern to the RCA CED videodisk player—30 or so disks per hardware unit—the software possibilities in terms of units and dollars are staggering.

BLANK AUDIO TAPE: even before the Sony "Walkman" personal stereo boom, blank audio tape sales were growing by leaps and bounds. Growth of hardware—pre-Walkman portable audio, car stereo and sophisticated home tape decks—helped fuel the blank tape explosion. Close to two million personal stereos are projected to be sold in 1982.

The trend towards premium grade blank audio tape also helps to reinforce the contention by the record industry that home taping is growing by leaps and bounds.

In fact, a recent Warner Communications market research study indicates that home audio taping now displaces an estimated $2.85 billion each year in potential prerecorded music sales. The blank tape industry plans to sell close to 200 million units in 1982. ■

MICROCOMPUTER SOFTWARE
with hard-to-beat advantages from
Reader's® Digest

Reader's Digest Software Programs are:

- **user-friendly and include easy-to-understand instruction manuals.**
- **available for major brands of microcomputers.**
- **backed by quality known world-wide . . . from a name people trust — Reader's Digest!**

ListMaker™
An inexpensive yet powerful software package that tops the list for easy, economical information management.

You provide the logic and ListMaker does the work! Team ListMaker with a micro and you'll have at your fingertips: • Personalized form letters • Customized shipping and mailing labels • Immediate access to information and reports • Plus a whole range of other invaluable applications for home and business management.

And ListMaker has features that compare with the best! Including • 12 fields of 30 characters per record • Maximum search and sort capabilities on single and multiple fields • merging • global file entries • complete flexibility of printing applications.

ListMaker comes conveniently packaged with diskette, user's manual, and vinyl binder.

Vocabulary Edu-Disks™
This series of motivating word games provides instruction and practice in vocabulary and related language skills. Three menu-driven programs teach spelling and usage of 100 words or more, covering ages 9 through adult. And each game is different, imaginative and challenging: Key Lingo, an adventure game; Trickster Coyote, from an Indian legend; and The Chambers of Vocab, a maze game. Each game program comes complete with diskette and easy-to-use instruction manual.

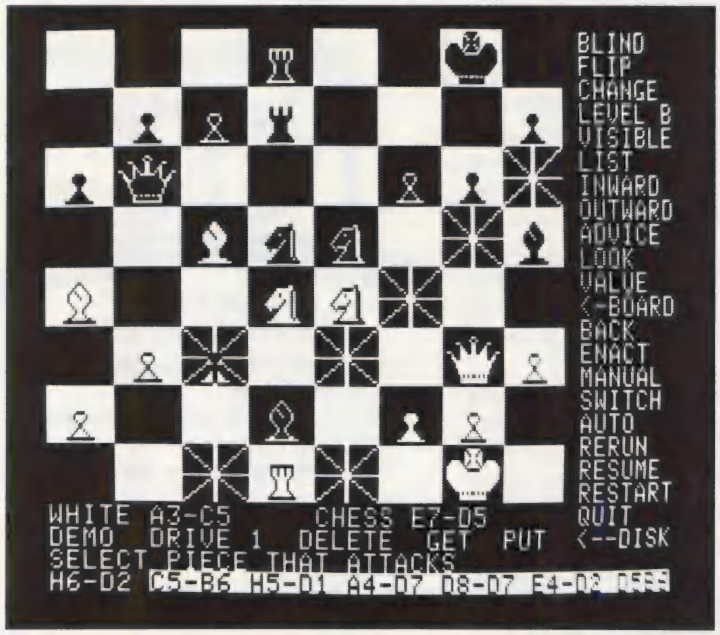
Mathematics Edu-Disks™ (Avail., 1/83)
From the simplest problem of two plus two to more complex tasks like dividing fractions, Mathematics Edu-Disks are designed to assess, prescribe and reinforce math concepts for ages 6 through 14. The program is highly interactive and individualized . . . it even addresses the learner by name! There's a Mathematics Edu-Disk package covering ages 6-8, 9-11 and 12-14. A menu-driven format allows the user to determine at which level to begin. Each package includes diskette and thorough instruction manual.

To purchase Reader's Digest Software Programs, please contact your distributor, or call Reader's Digest (914/769-7000 ext. 242) for a list of distributors in your area.

Reader's Digest Services, Inc.
Microcomputer Software Division
Pleasantville, NY 10570

Reader's Digest offers a 90-Day Full Warranty on microcomputer software materials. Complete details are available upon request by writing to Reader's Digest at the address above. ListMaker™ and Edu-Disk™ are trademarks of The Reader's Digest Association, Inc. Program availability dates subject to change.

Explore the Frontiers of Intelligence



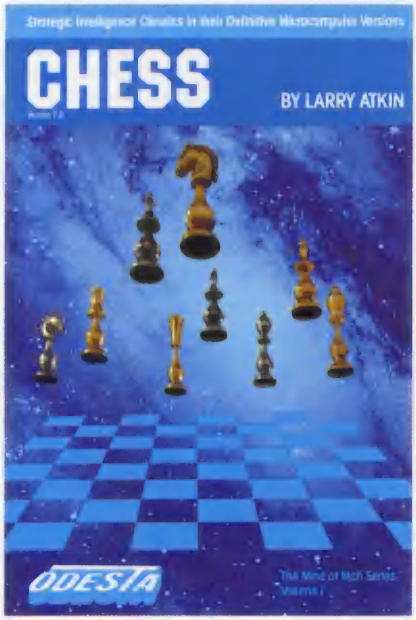
- ◀ Variations of blind-fold play—camouflaged or invisible pieces
- ◀ Invert board to play black on bottom
- ◀ Change pieces on board during game, or set up position
- ◀ Change between 15 levels of play, plus postal and mate-finder modes
- ◀ Show move that **Chess** is thinking about
- ◀ List played moves for each side
- ◀ Lines of force in: attacks and defenses on a square
- ◀ Lines of force out: squares attacked and defended
- ◀ **Chess** suggests a move
- ◀ Show moves **Chess** thinks you will make, and its responses
- ◀ Evaluation of a position
- ◀ Return to board or switch to command menu
- ◀ Take back a move (repeatable)
- ◀ Play move suggested by look-ahead search
- ◀ **Chess** plays neither side
- ◀ Switch sides
- ◀ **Chess** plays against itself—one level against another
- ◀ Replay through most advanced position
- ◀ Skip to most advanced position
- ◀ Start new game
- ◀ Leave program
- ◀ Save, get, and delete games to and from disk

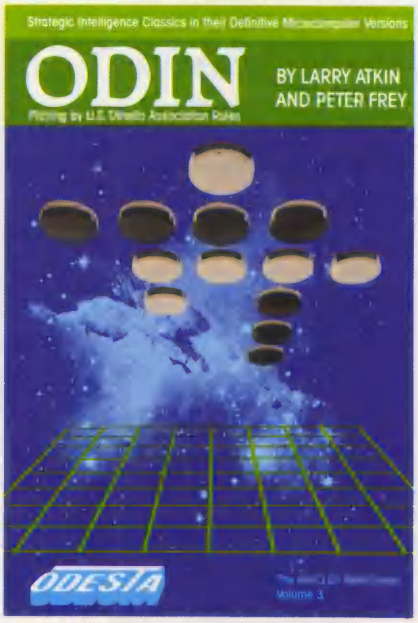
All features self-documented; all choices cursor-controlled
Screen shows "outward" and "look" features being used

THE PEOPLE BEHIND THE PROGRAMS:

Larry Atkin & David Slate: Authors of the Northwestern University Chess 4.7 program—World Computer Chess Champion, 1977-1980

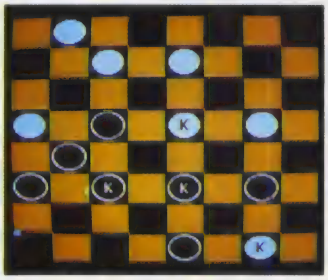
Peter Frey: Northwestern University professor
Editor: **Chess Skill in Man and Machine**
One of U.S. Othello Assoc.'s top-ranked players



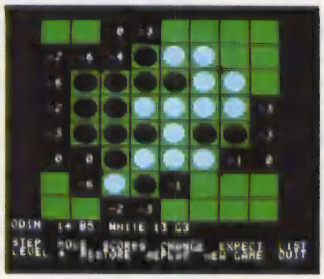


A - ADVICE
B - SETUP A POSITION
C - SET COLOR TO MOVE NEXT
D - DEMO PROGRAM
E - EVALUATION OF GAME
F - NEW GAME (OR START POSITION)
G - HELP (LIST OF FEATURES)
I - GIVE-AWAY - SWITCH TO OR FROM
K - SET ALTERNATE LEVEL FOR WHITE
L - CHANGE SKILL LEVEL
M - PROGRAM MAKES NEXT MOVE
N - HUMAN PLAYS BOTH SIDES
O - MUSIC OFF - OR BACK ON
P - PARAMETER CHANGES
Q - QUIT PROGRAM AND BOOT DISK
R - RESET PROGRAM
S - STOP SEARCH, MOVIE, DEMO, OR "M"
T - TAKE BACK A MOVE
U - INVERT BOARD DISPLAY
V - SET RANDOM NUMBER
W - PROGRAM PLAYS AGAINST ITSELF
X - REPLAY ONE MOVE
Y - CHECKERS MOVIE
Z - MOVE BEEP OFF, OR BACK ON

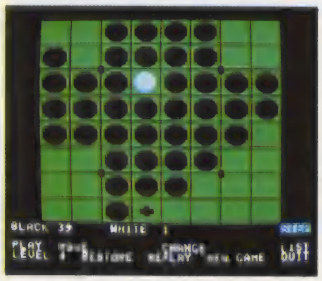
Checkers' features



Black to move and win
(From Checkers documentation)



"Scores" feature in Odin



A clue to the secret of Odin:
Black is destined to lose.

ODESTA

930 Pitner
Evanston, IL 60202
(U.S.A.)

Chess: $69.95
Checkers: $49.95
Odin: $49.95

See your local software dealer, or order (Mastercard or Visa):
800-323-5423
(in Illinois, call 312-328-7101)

For **Apple II, Apple II Plus** 48K disk systems, and **Atari** 48K disk systems. Odin is also available for **TRS-80 Model 1 & 3** 32K disk systems.

©1982 ODESTA

FINALLY.

Strategic Intelligence Classics
In Their Definitive Microcomputer Versions

ODESTA

Full Dealer Support. For Information Call:

800-323-5423

(in Illinois, 312-328-7101)

CIRCLE #131 ON READER SERVICE CARD

The World of Computer Games

By Robert Carr

ILLUSTRATION BY GEORGE ABE

Business and personal productivity packages, such as *VisiCalc, The Home Accountant, WordStar,* and *PFS: Report,* will always be big sellers. Offering these programs is simply good business sense. But like Cinderella, who slaves all day to finish the ugly stepsisters' nasty chores, the micro computer and attendent software undergo a miraculous transformation at the appointed bewitching hour, when the last correspondence or market trend analysis gets ripped from the printer.

With a slip of a disk, a businessperson, housewife, or grade-schooler can become an ace helicopter pilot on a dangerous rescue mission behind enemy lines, a bold and adventurous knight searching for golden treasure and slaying fire-breathing dragons, or a marauder battling alien beings in a secluded quadrant of the solar system. Surely, no one in their right mind can dispute the powerful magic of computer games.

Likewise, no sane retailer can ignore the fact that games are big business. But trying to determine how many of what sell where during a particular period of time is an extensive undertaking, that can become quite complex rather quickly. This confusion is generated for several reasons such as the number of types of games manufactured, the number of individual titles, the brand of computer the game is designed for, and the length of time a game remains popular.

According to Blaire Mogil, retail manager of the Softwaire Center, International, in West Los Angeles, CA, there are basically five categories of game software—arcade, action, adventure, fantasy, and strategy. Perhaps as a point of reference, a short definition of terms is in order. Mogil compiles the following list:

—**Arcade** games are strictly a point game, where all the player is trying to do is get the highest point total.

—**Action** games have an arcade feel to them, yet instead of getting a total score, the object is to achieve a goal through skill and reflex.

—**Adventure** games are also concerned with trying to achieve a goal, but they require strategy to win rather than skill and reflex. The player is matching wits with the computer, or actually the writer of the program. Most adventure games are frozen screen, but there are hundreds of different screens to look at.

—**Fantasy** games are role-playing in nature, and usually based on a text-only format with no graphics whatsoever.

—**Strategy** games are board games translated to the computer screen. These employ the least thrilling graphics displays, because the board doesn't move.

Of course, the number of titles per category varies rapidly with manufacturers adding and deleting items from their catalogs, sometimes on a daily basis. However, the major sellers do provide statistics that allow astute observers the data necessary to establish useable patterns for analysis.

One such breakdown is by which computer is used. Not so unusual is that the relative market positions by brand name appear to remain consistent across the country regardless of whether dealer or distributor figures are studied. Mogil finds that "the Apple is the most popular computer for games software. Atari is a real close second. Then way in the background are the TRS-80 with IBM last, but catching up fast. A large number of our customers are businessmen, and when they come in, in that mode, they buy business programs. They might grab a game in passing then. But a lot of them will go home, change into their shorts, and come back for the games."

David Blumstein, executive vice-president sales and marketing at Softsel Computer Products, in Inglewood, CA, offers these sales percentages. "Apple, the biggest seller, makes up in the neighborhood of about 30 percent to 32 percent of our product mix. Atari is between 17 percent and 20 percent. TRS-80 and IBM vary—TRS-80 is slowing down and IBM is coming up. The remainder is CP/M business products, which I think is about 34 percent. There's a

Friendly aliens? Forget it!

You're stationed on an asteroid as a welcoming committee for a new race of aliens. But you find out the hard way they believe the only good Earthman is a dead one! You and your IBM-PC controlled lasers are the only defense between them and the inner planets and Earth itself. The fighting is fierce, the odds tremendous, but if you fight the alien battalions hard enough and long enough you can at least delay their advance.

Space Strike has all the excitement, firepower and competitiveness that first made computer games such smash hits.

So help save the Earth while you enjoy the most absorbing and fascinating game available for your IBM-PC.

SPACE STRIKE

Exclusive for the IBM-PC
Requires color graphics adapter.

DATAMOST (213) 709-1202
9748 Cozycroft Ave., Chatsworth, CA 91311.

CIRCLE #130 ON READER SERVICE CARD

lot of room in there for games. The Commodore VIC-20 doesn't have enough lines yet to make a big impact. Atari is making a tremendous run, but Apple has more third party products and has been in the market longer."

Ironically, the big lead that Apple has may make the state-of-the-marketplace a more difficult nut to crack for manufacturers of Apple software. "I was just at the ComputerLand convention in Denver," says Drew Clausen, owner of two of ComputerLand stores in Los Angeles, "and it looks to me like Apple game software is getting to the saturation point. How many shapes can you make, and then shoot them on a computer before that market gets overrun? It's true the base may be something like one million computers, but everybody has a shoot-'em-up already. How does the manufacturer know it will be different enough that people will buy it? I don't see how the game market for the Apple will be as exciting in the future. The big market will be Atari. Our hottest selling software now is business products on the IBM, but there's also a major need for IBM game software.

In more specific terms of what will be a prime mover and what will not, there's a great deal of speculation. But certain trends are unfolding. Robert Silverman, owner of four Computer Center stores in New York City, discusses what he has seen. "We sell hardware, but software is our specialty. Our customers are mostly male consumers in their late 20s. If there's a pattern in terms of customer characteristics relative to the kinds of games bought, it is difficult to see. People of all ages seem interested in all the various games. But in terms of percentages, I would say arcade games are well out in front of anything else by probably two to one, yet they are very popular for only a short period of time. The adventure games, on the other hand, have a strong, continuous audience."

"Any new arcade game seems to be the most popular," says Donna Bianco, manager of ComputerLand in Joliet, IL. "But the lifespan of any one of them is pretty short. We'll do a lot of repeat ordering for a couple of weeks and then it's on to a new one. The adventure games are not as big a seller, but they do okay. Everybody likes to have an adventure. Customers buy them in the beginning with the initial computer purchase, then we don't see them coming back for adventures as they do for arcades. The repeat adventure customers usually go through a series of them, and then seem to get burned out. Once the player solves an adventure, the game is dead. The parents would rather have the kids stick with an arcade game that's really challenging than finish a more expensive game and just have it sitting there."

"A large number of our customers are businessmen, and they buy business programs. But a lot of them will go home, change into their shorts, and come back for the games."

Not surprisingly, the sales at the distribution level, according to Jim Hafer, the technical marketing rep for Micro D, a distributor in Fountain Valley, CA react in the same way that Silverman and Bianco described. With that in mind, how do these facts translate into overall sales figures?

Softsel's David Blumstein tries to shed some light on the subject from his vantage point. "If you look at the final sales figures of a particular game, you may not find a tremendous variance between arcade games and strategy, or arcade and adventure games, because there is a difference in the basic shelf life of the games, and in how the game sells. The only exceptions, of course, are *Pac-Man, Centipede* and their look-a-likes, which sell tremendously well all over the place. But if we're talking about generic games, we find that a lot of the action-arcade type games, or the space-action games, differ in the peaking of their sales. They have a quick introduction into the marketplace, and seem to be readily or immediately accepted."

This phenomenon is not particularly hard to understand if one takes into consideration that by the time these games are introduced into the marketplace, they may have already been advertised for a month or more. Satisfied players, who have bought from these major companies before, rush out, and buy their copy of the new game. These immediate sales show up as very early peak sales. Blumstein points out that "perhaps up to 50 percent of the total sales of that product will occur in the first month of its release. Then it'll start sliding down with maybe another short period—a week or two—of good sales before it slides into oblivion. Although there are classics that have lasted for a year or more, by and large, the total life cycle on a game of that nature may run anywhere from eight to 16 weeks, depending upon the game."

On the other hand, the strategy and adventure games, like a baseball game or Monopoly, don't wear out as fast. According to Blumstein, people hear about the product by word of mouth. Or they'll try out the version in someone's home where the time is available to play the game. And because the price is a little higher, the peaking really never occurs quite the way it does with an arcade game. Although to every statement, there are exceptions. *Wizardry* from Sir-Tech and *Wizard and the Princess*, an On-Line product, both experienced early peak sales and still continued to remain healthy over the long term. "They will probably outsell most good arcade games, but the total sales won't be seen for a full 12 months," says the Softsel executive.

If this all sounds strangely like the audio record and tape industry, it's because the two markets are actually vying for the same home-entertainment dollars with similar marketing philosophies. Where arcade games

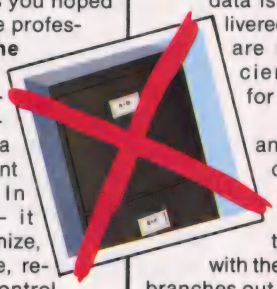
The reason you bought a computer in the first place.

The General Manager

The Agony... You expected your new computer to perform miracles — to bring order out of chaos. You looked for it to organize and manage your business information. You looked forward to the end of errors, the end of frustration . . . and the saving of time, effort and money. Afterall, that's the reason you invested in a computer in the first place. Yet, there it sits. Nothing.

...and the ecstasy.

Well, your computer *can* perform all the miracles you hoped for. It needs just one professional addition. **The General Manager.**



The General Manager is what the computer industry calls a data base management program (DBM). In everyday words — it allows you to organize, store, file, find, save, retreive, interrelate, control and print out all or selected parts of your information. The result: your information, or data, is managed totally, completely, automatically.

Ordinary

The ordinary DBM system expects your business to conform to its program design. So you must change your records, your forms, your way of having information cross-referenced, saved and . . . well, you almost end up with a different business! Certainly a more frustrating one.

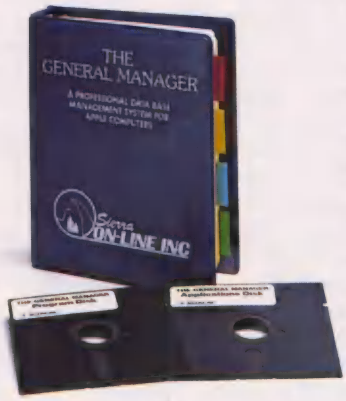
Extraordinary

The General Manager on the other hand is extraordinary in the DBM field, because it makes no such demands on you. Instead, it lets you make demands on it! The General Manager was designed so that your business routines can be kept as individualized as you want . . . so your data is managed and delivered in the ways which are most useful, efficient and effective for you.

It works so easily and so well because of its "hierarchial" structure. This sensible "family tree" type of design starts with the main subject, then branches out to related information. You enter data on "Blank Forms" which you may construct to your exact needs. The data may be updated, deleted or modified to your heart's content. To know The General Manager will be to love it!

Power & Price

Nothing near the price of the General Manager (by hundreds of dollars) gives you all the power, features and benefits it does! At $229.95, The General Manager is the absolute value in its field.

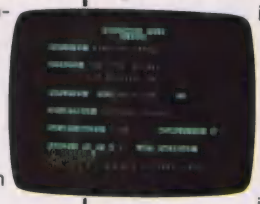


Consider this: it supports 1 to 4 floppy disk drives (even hard-disk systems). It includes utility programs which others charge hundreds extra for. Upper and lower case characters in the data base are provided without need for additional costly hardware. If someone goofs, the "error message" is displayed in understandable English. There is an on-screen "Help" function available any time. It creates Applesoft usable files for your program needs. And many especially useful printing commands are built-in for greater flexibility. When you consider all these advantages, and more, we think your business sense will agree, there's no contest at any price.

The fantasy... Almost everyone claims user friendly documentation. The fact remains much of it is convoluted, complicated and defies understanding. You can't afford that! — for a program without excellent documentation is frustrating and basically useless.

...and reality!

At Sierra On-Line we've spent the time and the effort to create superb documentation. It is so good that you can have The General Manager up and running after the first two chapters! And after you're thoroughly at home with it, you can move on to the other chapters as you have need for the many additional functions and capabilities.



The reason you bought... . . . a computer in the first place was, we know, twofold: for word processing (our Screen Writer program is the leader) . . . but mainly for information management. The General Manager is your powerful answer . . . the truly outstanding value in DBM's, bar none, at only $229.95.

For further information and ordering, see your computer dealer or contact us:

(800)344-7448

Sierra ON-LINE INC

SIERRA ON-LINE SYSTEMS, INC.
Business products division.
36575 Mudge Ranch Road
Coarsegold, CA 93614

*The General Manager, version 2.0 requires 48K Apple II or II+, 1 or more drives, DOS 3.3. Direct orders add $3.00 shipping/handling.

CIRCLE #129 ON READER SERVICE CARD

and 45 records are short, a bit cheaper, sold in fads, and previewed in arcades and on AM radio, respectively, lengthier albums and more complex computer games tend to be higher in price and possess strong appeal over the long run.

What discrepancies do exist, do so as a result of price. Computer products are more costly overall than their audio counterparts. Although the micro owners generally have a higher percentage of disposable income than non-owners, games will probably not be purchased in the quantities per person that record and tape retailers have become accustomed to. However, hardware market penetration is still only a few percent of what it will be. As computers come down in price, and become more of a necessary convenience in every home, games going "gold" and "platinum" shouldn't be uncommon.

Which brings up an interesting question—how much of a part does price play in influencing a customer's decision as to what to buy? *Pac-Man*, at $45 to $50 outsells all other games regardless of their retail listings. "When you get a $100 adventure game, as opposed to most being $35 or $40, then we'll get some resistance," says Softwaire Center's Mogil. "Even though the one for $100 happens to be the best adventure game ever written, comes on six disks, and takes about one year to play, people will think awhile before they buy it, but they will eventually break down."

Seen from the retail level, games are an easy-to-sell item, usually requiring a simple display, no demonstration other than a self-running demo, and minimal explanation. Coupled with a generally hassle-free returns policy on all defective units, a product couldn't be more ideal. In fact, games can even be a plus when selling an entire computer system to a business. "We've had management people buy several arcade games in the beginning for a bank or other business," says Computer-Land's Bianco. "Games seem to get the employees familiar with the computer by breaking down any initial fear they may have about micros in general. They also like to play them during lunch hour or on coffee breaks to relax."

Computers offer the capability of undertaking practically any business application, and software affords that versatility. As an added advantage, the micro can be the key to all of our wildest fantasies. We, the users, can be the personification of every hero to ever walk upon the earth, or any other planet in the galaxy of the imagination. Who says that fairy tales are for kids? Or there is no more Santa Claus? Computers are all things to all people. And best of all, game sales can only keep getting better. ■

Robert Carr *is a frequent contributor to Computer Merchandising.*

A Typology of Games

What's in a game, then? While game titles are numerous, most recreational software programs do fall into a handful of generic categories:

—Arcade games. These are the computer games that are either direct translations of arcade games (such as *Pac-Man* or *Frogger*, for example), or games which draw their inspiration from the style of play and action found in arcades. In some cases, these games are similar in format to key arcade titles, but different in execution—*Pac-Man*, of course, serving as the prime example of a much-copied and imitated game. However, there are games which look and sound like arcade games, but are totally different in format and game environment—programs such as *Choplifter*, for example. Here, the high-resolution color graphics and fast play action of the arcades have been recreated in a game environment unlike the typical arcade shoot-'em-up or maze chase—but the overall impact is very much like an arcade.

—Adventure games. Here, the emphasis is on character, plot, and complexity. Drawing much of their inspiration from board games such as *Dungeons & Dragons*, these adventures are complicated scenario-driven games. The player often invents characters, or at least ascribes specific skills and attributes to the various players. Once you begin, the computer takes the player through many twists and turns; these games can involve multiple disks, and many days, weeks, or even months of play. The first titles in this field, such as *Wizard and the Princess* and *Temple of Apshai*, have been joined by newer titles, such as the *Wizardry* series. Retailers report that, unlike the arcade-styled games, adventures remain slower—but steadier—sellers.

—Sports games. Yes, sports fans, you can play your favorite games via computer. While a somewhat limited field, in terms of the number of titles available, sports games seem to draw a fairly steady level of consumer interest. Football games are the most numerous in this category, although *Olympic Decathalon* remains a perennial seller. Don't be surprised to see more computer games in 1983–1984, to tie in with U.S. participation in the 1984 Olympic Games in Los Angeles.

Within these categories, of course, are subgroups, some of which cross over between genres. For example, science fiction and space-type games have been strong sellers in both the arcade and adventure fields. Arcade-based, fast-action titles such as *Defender* coexist with such space adventure games as *Oo-Topos*—wildly different in play and environment, but science fiction games nonetheless.

One additional trend seems to be a new genre developing in computer games—programs which combine a certain amount of text and character development with arcade-styled action. These include products such as *Robot Wars* and *Castle Wolfenstein*. In the former, the player must "program" certain characteristics into his robots, before he or she can play the game. This in turn has led to certain "clubs" playing *Robot War*, in which players can link up electronically, program their particular robot, and then compete remotely against other robots. But the key to this kind of game seems to be developing enough depth of plot, and variety of potential scenarios, without sacrificing the thrill of fast action that an arcade game can deliver.

Here's a Really Sharp Offer from "The Razor Blade People" at EPYX

Great profits on big volume: these are the things that every dealer lusts for. This goes both for software dealers as well as for drug store retailers. And the guy at the drug store knows darned well that it's *razor blades,* not razors where the action is. Just so, a computer dealer is already learning that it's *software*—not computers—that has the action...**and the profit.** Especially in *game software.*

And Epyx is the leader in microcomputer game software. So that's why dealers and distributors are already calling us "the Razor Blade People." We're where the profit is, in games for Atari's 400 and 800, for Commodore's VIC20 and MAX, for the Apple II, for Radio Shack's TRS-80, for IBM's personal computer.

We make these games available on disks...on cassettes...and now on cartridges, too.

Over 20 titles are already available...with the best packaging, the best instruction books, the best warranties in the industry. And we've got more new games coming *every month.*

And at very competitive retails, with a discount structure equal to or better than any other producer's.

Now here's the really sharp offer from Epyx that can make even more money for you. This all lucite merchandiser can be yours **absolutely free** with our new introductory deal. the merchandiser holds six titles, four deep. It can hang on your wall. Sit on your counter. Rest on a special pedestal. It's even stackable. (And you can order as many new deals as you want).

So, call or write us today. We'll have the Epyx rep in your market place get in touch with you at once, and prove to you that

Computer Game Software is where the action is. And EPYX knows Computer Game Software better than anybody.

AUTOMATED SIMULATIONS
1043 Kiel Court
Sunnyvale, CA 94086
(408) 745-0700

CIRCLE #128 ON READER SERVICE CARD

We could tell you we make
We don't have to.

All for the Apple and Atari on diskette.

Brøderbund Software is conquering the field! Our growing line of best sellers has caught the imaginations of computer gamesters everywhere, with the brilliant color graphics and lively animated action found only in Brøderbund products. Apple and Atari owners alike are discovering that we give them the most run for their money.

Where else could you attempt a daring rescue mission such as CHOPLIFTER? Or battle the maze and slithery monsters found in LABYRINTH and SERPENTINE? To pinball wizards we offer DAVID'S MIDNIGHT MAGIC, featuring all the excitement of a classic arcade pinball machine. Looking for trouble? Then arm yourself for a fast trip into the future aboard STAR BLAZER or test your mind and reflexes in DUELING DIGITS.

Brøderbund

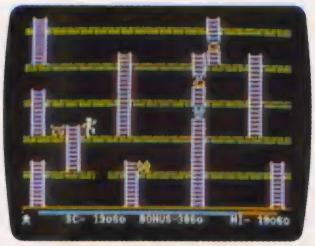
Brøderbund products can be ordered from your favorite distributor or by writing to: Brøderbund Software, Inc., 1938 Fourth Street, San Rafael, CA 94901. Tel (415) 456-6424

Apple II is a registered trademark of Apple Computer, Inc. Atari is a registered trademark of Atari, Inc.

the finest computer games.
You keep telling us.

SEAFOX
Sub against the convoy
Apple & Atari disk

DEADLY SECRETS
Adventure
Apple disk



APPLE PANIC
The arcade classic
Apple disk, Atari cassette & disk

STELLAR SHUTTLE
Monsters and meteors
Atari cassette & disk

THE ARCADE MACHINE for your Apple II customers lets pros and beginners alike design and produce their own computer games.

But that's not all. To help you set a new sales record, Brøderbund is giving away thousands of dollars worth of hardware and software prizes to the winners of THE ARCADE MACHINE CONTEST. Anyone who buys THE ARCADE MACHINE is eligible. And if you're a retailer who sells to a winning contestant, you'll be awarded an equivalent prize in Brøderbund software.

As a dealer, you can't lose! For complete contest rules and information, please write to Brøderbund or contact your favorite distributor.

Software

All Brøderbund games are fully guaranteed. If they ever fail to boot, return the original disk to Brøderbund for a free replacement. If you have physically damaged the disk please include five dollars for replacement.

CIRCLE #127 ON READER SERVICE CARD

The Future of Educational Software

ILLUSTRATION BY RON LIPKING

By David Grady

It is rumored that during a computer club presentation on educational computing, a now-famous young computer designer leaned over to a friend and whispered, "Homonyms! I didn't invent that machine to teach homonyms!" The story may only be apocryphal, but if true it's safe to say that the man is not alone in his disappointment at much of the educational software now being spawned by the spread of microcomputers. Most of it apes the "drill, memorize and test" rhythm all too familiar to those of us who haven't blotted memories of school entirely from our minds, and like most textbooks it's hard to imagine anyone buying much of it unless forced to because it's required.

But if the bad news is that most of the currently available educational software is dull and unimaginative, the good news is that *some* of it is not. And the best news is that some of the most recent entries into the field offer glimpses into the staggering future possibilities of the new medium, even as they deliver a piece of these possibilities now, in the present.

Consider, for instance, Spinnaker Software, a Boston-based company formed by two Harvard B-School types and some venture capital just this year. Among their first products—only now coming into stores—is *The Story Machine*. It can animate every sensible sentence—including fanciful ones—that can be made from the 38-word vocabulary it comes with. Type in "The boy walks to the tree," and on the screen comes an animated "cartoon" of a boy walking to a tree. Type in, "The tree walks to the boy," and the tree grows legs and does exactly that. Try to type in "The Boy to walks tree," and you get no further than "The boy." The computer simply will not accept "to" as the next word and will instead draw a line through it and erase it. Type in a story made of legitimate sentences and the computer in effect will make an animated movie of your whole story for you.

Another of Spinnaker's new products, *Face Maker*, is sort of an electronic "Mr. Potato Head." By choosing among available eyes, ears, mouths, etc., kids can assemble 32,768 different funny faces on the computer monitor. Further, with simple single-letter commands, they can put a finished face through a series of animated actions—wink an eye, stick out a tongue, wiggle the ears, etc. And finally, the computer will play a Simon-like game using a finished face—that is, it will present longer and longer sequences of animated winks, wiggles and raspberries so long as the player can correctly repeat each sequence.

Both of these software packages carry a suggested retail price of $35—a price hardly likely to wipe out the sales of Mr. Potatoheads overnight. But that misses the point. Five years from now, similar programs will have much larger vocabularies and/or picture-making options, and will most likely sell for under $10. (A larger machine base will allow the fixed development and manufacturing costs and the marketing costs to be spread over many more units.) Besides, if you've already spent more than $2000 for a computer *and* you've got kids between the ages of 4 and 8, $45 is not such an outrageous amount to give your kids some ability to use the machine as a creative medium. Using a video screen to assemble and orchestrate moving images is one of the big, important things computers are about. Practicing it now even in limited form certainly won't hinder kids growing up into a future which promises the wide availability of vastly more powerful machines.

Computers are also about logic, and the software from another new company—The Learning Co., based in the San Francisco Bay area—capitalizes on that to help kids learn the logical thinking skills certain to be valuable in a computer-rich world. *Moptown* invites kids to sort and

A SPEECH SYNTHESIZER ON A DISK!

That's why Apples and Ataris are saying: "Talk Is Cheap"

IT'S CALLED THE SOFTWARE AUTOMATIC MOUTH, S.A.M. FOR SHORT

It's a high quality speech synthesizer created entirely in software. You use it as a software utility, load it into RAM, and then use your machine as usual, except now you can make your programs talk. It generates the speech sounds on demand, so there is no limit to what it can say.

When you hear S.A.M., you'll probably agree that it sounds better than all the hardware speech synthesizers for Apple or Atari computers. And, it has a truly remarkable price.

YOU CONTROL INFLECTION, PITCH AND SPEED

With its user-variable inflection, S.A.M. can accent words on the right syllable and emphasize the important words in a sentence.

You can also make S.A.M.'s speech higher or lower, and faster or slower, over a wide range of settings.

USE EASY PHONETIC INPUT OR PLAIN ENGLISH TEXT

S.A.M. understands a simple phonetic spelling system, not a mysterious alpha-numeric code. S.A.M. helps you learn phonetic spelling by showing you your mistakes, and the owner's manual gets you started with an English-to-phonetics dictionary of 1500 words. So it's easy to make S.A.M. produce exactly the sounds you want.

But suppose you want to type ordinary English, or you want your machine to read a word processor file aloud. The S.A.M. disk comes with RECITER, an English text-to-speech conversion program that lets S.A.M. speak from plain English text.

ADD SPEECH TO YOUR PROGRAMS WITH EASE

In a BASIC program, you add speech with just a couple of commands. In a machine language program, it's just as easy. S.A.M. comes with four demonstration programs to show off its distinctive features and help to write your own talking programs. Write adventure games with talking characters, educational programs that explain aloud, or utilities with spoken prompts – put your imagination to work.

S.A.M.

S.A.M. programmed by Mark Barton.

You can order S.A.M. directly from DON'T ASK. Add $2.00 for shipping and handling to your check or money order (or order C.O.D.)

S.A.M. for the Apple II/II+
Includes an 8-bit digital-to-analog converter and audio amplifier on a board. Only **$124.95**
Requires 48K disk. (S.A.M. takes up to 9K; RECITER 6K.) You will also need a speaker.

S.A.M. for the Atari 400/800
S.A.M. talks through your television speaker. No additional hardware is required. Only **$59.95**
Requires 32K disk. (S.A.M. takes up 9K; RECITER 6K.) Note: to produce the highest quality speech, S.A.M. automatically blanks the screen during vocal output; the display is preserved. S.A.M. can talk with the screen on, but the speech quality is reduced.

DON'T ASK INC.
COMPUTER SOFTWARE

2265 Westwood Boulevard, Suite B-150
Los Angeles, California 90064
Telephone: (213) 397-8811

Hear S.A.M. at your favorite computer store today!
Dealer inquiries welcome.

Apple is a trademark of Apple Computer, Inc. • Atari is a trademark of Atari, Inc.

CIRCLE #126 ON READER SERVICE CARD

HOW TO SUCCEED IN SOFTWARE WITHOUT REALLY TRYING.

Software is getting harder all the time. Every month there's more of it. More good products and more not-so-good ones. And more chances to make mistakes.

Get it wrong, and you can take a bath.

The easy way out.

Nobody understands this predicament better than we do. Because, when it comes to business and recreational software, nobody handles more of it, for more people, than we do.

And every month, more dealers—from around the world—call us for their software.

It's not hard to see why.

Our inventory is your inventory.

Our selection is the largest in the world. From Atari to Visicorp, with over 100 different publishers in between. Every item at substantial savings—like 40% off retail. And all of it for the price of one free phone call.

How much do you have to order to save this kind of money? Only as much as you think you can sell. In any combination you like.

Of course, when you do order a lot, that makes our life a little easier. So we reward you with even bigger discounts. From 2% on monthly totals of $1000 or more, all the way up to 10% on totals of $20,000 or more.

Special delivery.

Large or small, your order goes out to you the same day. All you have to do is call us in the morning. Afternoon orders go out tomorrow. If we ever have to back order, we pick up the freight.

We're also the fastest way to get your hands on new products. Even products that haven't been released yet. Any time you hear about a hot new item, pick up the phone. Tell us how many you'd like, and your order is on its way as soon as the item crosses our doorstep.

New products are easy, too.

Of course, if you're like most people, you don't have time to keep up with what's new. So we do it for you.

Whenever our Technical Services Department comes up with something really promising, we send it right out to you—in your pre-determined quantity.

It's called HeadStart.™ To get started, all you have to do is ask.

How easy can you get?

To make sure you always have the best selection, we're constantly adding more products and more product lines—about 125 items a month (give or take a dozen or so).

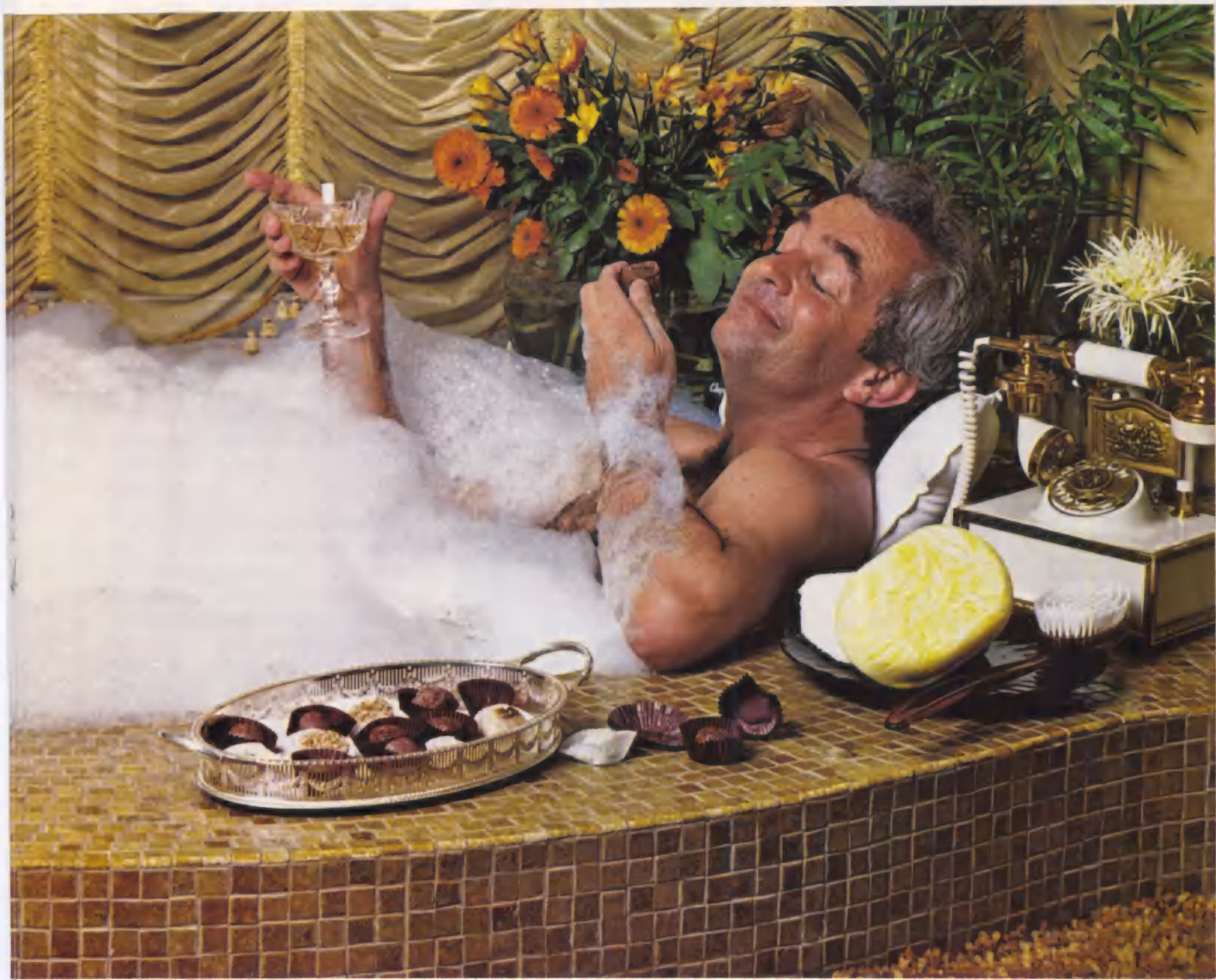
And to make your life easier still, we're also adding new facilities. New warehouses to cut way down on your shipping costs. And sales offices around the country to bring us closer to you.

We'd offer to scrub your back. But then you wouldn't take us seriously.

SOFTSEL

8295 South La Cienega Blvd., Inglewood, CA 90301
(213) 670-9461/(800) 421-5770/In California (800) 262-4242
TELEX: 664-484

CIRCLE #125 ON READER SERVICE CARD



arrange little characters which may be short or tall, fat or thin, red or blue and either Bibbits (with big noses and big feet) or Gribbits (which have tails). The sorting and classifying takes place within the context of, among other things, lining up the characters for parades and assigning them rooms in a four-story hotel.

In another of TLC's offerings, *Gertrude's Puzzles,* the level of difficulty varies from room to room in a maze the player can move through by using either the keyboard or a joystick. Once in a room, Gertrude, a delightfully funny goose, will fly out and return pulling a string of puzzle pieces behind her. Solving the puzzles involves the same kind of classifying and sorting activity called for in *Moptown,* but there are some built-in extras: you can change the puzzle shapes, even create your own, and if you discover Gertrude's Secret and send in a picture of the resulting screen display, TLC will send you a t-shirt which attests to your triumph.

One of TLC's newest offerings—*Rocky's Boots*—goes still a step further. It makes the connection between logic puzzles and the designing of computer circuits, involving kids in the manipulation of the

actual descriptive symbols computer scientists use, even allowing them to simulate the flow of current through the systems they design. Another game which has a direct connection to computers as computers is *Robot Wars* from Muse Software. In it, players essentially match computer programs which they've written against programs written by the computer or by other players, all within the context of a fight between robots.

In addition to graphic expression and logic, computers are also about interaction, a fact programmers have been having stimulating fun with since long before the advent of microcomputers. The granddaddy of interactive quest games, *Adventure,* was invented and played late at night by operators of big computers who claimed some machine time for their own after business hours. Today a wide variety of such games are on the market for micros, seriously blurring the distinction between recreation and education. The most elaborate so far, a game called *Time Warp,* comes from On-Line Systems (located in Coursegold, CA *and,* by the way, funded by the same venture capital firm behind Spinnaker). The game costs almost $100, comes on 12 disks, and does nothing less than provide players with the basic plot for a novel which they can spend the next year or so of their lives "writing." The game provides a basic plot filled with mysteries, and the players create their own characters and sequences of events while threading their way forwards and backwards through the more than 35 historical settings and uncountable tight spots the game designers have created. To succeed—the goal is quite modestly to save the earth from an extraplanetary villain bent on destroying it—involves some powerful imaginative thinking. If playing it is not as obviously *educational* as reading Plato's *Republic,* it would nonetheless be hard to argue that it is less so than reading the Sherlock Holmes stories. And no one can accuse the kids who play it of passivity.

All these companies—Spinnaker, TLC, Muse and On-Line Systems—are new and small, a characteristic of most of the businesses now producing educational software. That condition is possible because, like books, software is a product first and foremost of mind and imagination, and only later of manufacturing facilities. Anyone with access to a machine and a flair for expressing himself in the medium is capable of writing/inventing a possible best seller. Moreover, the machine base is not yet large enough to support a major media marketing effort. But that of course will change, and as it does the big entertainment conglomerates should assume greater importance in the field. It seems a matter of some significance that Children's Television Workshop has set up a separate company for the purpose of producing and selling educational software. CTW brings a couple of interesting

Adult Education By Computer

There will, of course, be educational software for adults as well as children. (Adults, that is, in addition to the ones playing with the games, educational and otherwise, they *claim* they're buying for their kids.) There are on the market several programs designed, for instance, to teach touch typing—a skill the computer is an eminently suitable teacher for. Apple sells a program designed to teach speed reading, another natural for computer-based learning. And both TI and Craig have demonstrated that computers will someday help people learn and use foreign languages.

But the real rush of adult-aimed educational software probably won't come until the marriage between microprocessor and videodisk is consummated. David Ahl, publisher and editor in chief of *Creative Computing* magazine is already showing off a set-up that integrates images from the movie *Rollercoaster* with an interactive adventure-type game. To see at least part way toward where that points, imagine the following: *Jack Nicklaus Shows You How to Play Golf*—a videodisk on which you can look up "sidehill lies, feet above ball," then see Jack executing that shot on your screen—with a variety of clubs at different distances, of course, and you able to speed the image up or slow it down, or focus on particular parts of it in order to study what he's doing.

Why, if you could have that, would you ever want another instructional *book?* Books will be for anecdotes and narrative. When we want to see how to *do* something in a computer-rich future, it's most likely to be those computer riches we'll reach for.

MILLIKEN PUBLISHING COMPANY'S

EduFun!™

Exciting, new educational games for the ATARI*

- **MILLIKEN PUBLISHING** . . . the leading publisher of educational software for schools
- **EDU**cational games . . . designed to help and challenge children at home and school
- **FUN!** . . . for the family and classroom

Put it all together and you've got MILLIKEN'S EDUFUN! programs . . . For your edutainment

CONTACT YOUR COMPUTER DEALER OR

MILLIKEN PUBLISHING COMPANY

EduFun!™ Division

1100 Research Blvd., St. Louis, MO 63132

*Available on the Atari 400 and 800 computers. Available soon on the Apple, TI 99/4, and Commodore VIC 20.

CIRCLE #124 ON READER SERVICE CARD

ATARI™ MEMORY EXPANSION

48K AUSTIN BOARD (TM)

$149.95
sugg. list

Most innovatively designed memory board on the market. Fully utilizes 64K RAM technology for superior reliability and performance. There is no other memory board like the AUSTIN BOARD (TM)!

32K BOARDS TOO!

FOR DEALER AND DISTRIBUTOR INQUIRIES CALL

617-566-1569

ATARI is a registered trade mark of ATARI Inc.

CIRCLE #123 ON READER SERVICE CARD

NEW! INCREASE YOUR PROFITS

WITH A FACTORY FRESH APPEARANCE WRAP OR RE-WRAP . . . With the NEW "SUPER BRAIN" SHRINK PACKAGER

BOOKS – MAGAZINES – RECORDS

EE US AT COMDEX 82, BOOTH #2501

A COMPLETE PACKAGING SYSTEM FOR COMPUTER SOFTWARE

For more information or for a special introductory offer:
Call Toll Free: **(800) 526-2276.**

APS AUTOVEND PACKAGING SYSTEMS
1275 BLOOMFIELD AVE. • P.O. BOX 712
FAIRFIELD, N.J. 07006 • (201)575-1040

CIRCLE #122 ON READER SERVICE CARD

advantages to the field. In addition to the possibility of exploiting well-known TV characters to enhance the attractiveness of learning games, they also have the "Sesame Place" theme parks slowly opening around the nation. Remember, it's the arcades that drive the video game business, because it's the arcades that introduce new games and new game ideas. They are to video games what radio stations are to records, and though Sesame Places will never be as numerous as game-equipped 7-Elevens, they could become plentiful enough to provide some powerfully helpful exposure for whatever software CTW comes up with.

As for the other possible edge CTW has access to—the ability to use well-known characters—just watch to see how Texas Instruments does this Christmas season with its ET cartridge for their Speak and Spell toy (that's right, the one ET used to learn to talk with and, of course, to phone home). Make no mistake about it. Speak and Spell *is* a computer and that cartridge *is* a piece of software. And TI's new Magic Wand Speaking Reader is a computer, too, and the books it will read, computer software. And the TI 99/4A, a fully programmable computer, is now showing up in Toys R Us stores along with the Atari 400, Commodore VIC 20, and others.

The microprocessor revolution means more than keyboards attached to CPUs and CRTs, and more than computer stores for small businessmen. Opportunities to merchandise what can legitimately be called educational software will be more varied than many imagine, with new wonders likely to appear almost yearly for the next decade. Little companies, big companies, TV heroes adapted for computer, and someday, computer heroes adapted for TV—for lovers of educational toys it will be the best time to be alive in the whole history of humankind so far. And it won't be bad for the guys who sold them those toys, either. ■

David Grady is the assistant publisher of Learning Magazine and a recognized voice in the educational software field.

"We'll make your customers happy"

With new and exciting games created by NEXA that offer you hi-res, color, and 3D-graphics, superb human engineering, super sound effects, exciting scrolling displays, multiple game levels, and more, you can give your customers a full line of entertainment software.

JOURNEY will make the D&D type game enthusiast happy. In this game you assume the role of an adventurer who roams a vast planet, fending off monsters, seeking treasures and finally conquers a kingdom.
(Atari 400/800 w/48K)

MIG FIGHTER will make the pilot in you happy. You control a jet with the aid of radar and missiles to pursue and destroy MIGs before they destroy your aircraft.
(Apple 64K w/DOS 3.3)

CYBERNATION will make the science fantasy connoisseur happy. Cybernation takes you to the year 3922 when insect-like aliens (Entotions) attack earth. You are in command of a land roving tank and must launch a counter attack against the Entotions.
(64K Apple II w/DOS 3.3)

SUPERBOWL FOOTBALL will make the armchair quarterback happy with all the excitement of professional football. You can name either offensive or defensive plays and you'll even hear crowds cheering for you.
(Atari 400/800 w/48K & IBM PC)

ADVENTURES OF THE BABY SEA TURTLE will make the animal and arcade game lover happy. In this game, you must guide a sea turtle through a dangerous trail braving predators and the elements, until you reach a safe haven.
(Atari 400/800 w/48K)

DELTA SQUADRON will make the super war strategist happy. Your mission is to penetrate the defense system of vast battle station with 50 fighters under your control.
(64K Apple II w/DOS 3.3)

DAS UNTERSEEBOOT will make the aspiring submarine commander happy. This fast paced game puts you in control of a submarine whose mission is to clear the waters of enemy ships. You determine the submarine's speed, depth, course and arsenal.
(Atari 400/800 w/48K)

MAZE MASTER will make the maze fanatic happy with three different challenging levels of play. We dare you to try our maze game.
(Atari 400/300 w/32K)

CAPTAIN COSMOS will make the young at heart happy. It gives you the satisfaction of destroying The Munchies with Somanizer rays (arcade fashion) before your very eyes.
(Atari 400/800 w/32K)

NEXA CORP
P.O. Box 26468
San Francisco, CA 94126-6468
(415) 387-5800

CIRCLE #121 ON READER SERVICE CARD

The Videogame-Computer Link

ILLUSTRATION BY RON LIPKING

By Marcia Golden

Where do popular computer video games come from?

From popular video games, to be sure, as well as video arcades, and creative groups hired to think up games peculiar to a keyboard.

"At Commodore," says Kit Spencer, vice president of marketing, "we look at what games have been popular in the arcades and as video games. We have an agreement with Bally for arcade games, and we work with one or two creative groups to give us a larger range of non-arcade games.

"We find that if a game is a success in the arcades, it will be successful for computers. However, the reverse doesn't always follow. "Take the chess games," he continues. "No one is going to put 25-cents into an arcade machine to play chess; and no arcade owner is going to let someone tie up a machine. Chess takes too long to play for an arcade. But when a person plays it on a home computer, he or she isn't being charged for time."

That hot video games, which generally stem from arcade games, show up in home computer libraries is also the consensus at Atari. "There is a definite link between something that is popular at one of those 'family fun centers,' and its appearance as a computer game," a company spokesperson acknowledges. "Although," he adds, "there are times we've gone the other way. *Star Raiders* was developed for computers first and was our top-selling computer game last year."

Games are all that a system with a joystick and no console can play. Makers of computer game systems add, their product's greater memory capability and keyboard enables them to offer a broader variety of games than available to games-only systems, as well as to do more than just play games.

"Our most popular computer game," Commodore's Spencer laughs, "is computing. The distinction between what is a game, and what is not is a very fine line. We forget how many people buy computers for fun."

Tastes vary

"We've also found that people, who opt for computers, have different tastes than people, who might buy video games. With the computer, we can offer intellectual games, such as chess, as well as adventure games like *Avengers*. And because the computer keyboard can enter numbers and letters, it is able to add a whole new dimension to the same kinds of games available for game-only systems. We can even offer home babysitting-type programs, for example, our Mr. Potato game that also doubles as a teaching aid."

At 25-cents a throw, arcade games are, by nature, general and expected to generate mass appeal for large revenues. Video games, by nature of their hardware and software prices, are designed for a somewhat more upscale audience, and may be more focused in their market target.

According to Bill Grubb, president of Imagic, the space category is the most popular video game seller; strategy/adventure games run a close second; sports-type games are an old favorite; followed by games designed for special markets, such as pre-school, or educational.

Computer games can be even more specific. Besides offering libraries similar to those available for video game systems, "there are other kinds of games a person can play on a computer that aren't available to a system that relies on a joystick," the Atari spokesperson adds. "For example, our game *Eastern Front*. It takes two-and-one-half hours to play (—too long for an arcade). The user represents the Germans and the machine plays the Russians. It's not the kind of game that appeals to everyone, but there are a group of people that are interested in playing that kind of game on computer."

Distinctions between video games and computer-operated games could grow fainter and fainter as technolo-

THE ROAD TO STARDOM WITH YOUR ATARI® CUSTOMERS.

The road to stardom. It leads to a special place where you'll find better games. Better merchandising support. Better profits. And an emerging industry leader called GAMESTAR.

At GAMESTAR, you'll find bold new Atari® Home Computer games like BAJA BUGGIES™ (pictured here) and STARBOWL™ FOOTBALL (available soon). Games that break new ground with absolutely stunning visuals. Amazingly realistic sounds. And a level of exciting, sophisticated game play that is unparalleled in our industry.

It's the stuff hits are made of. And a sure way to make you a star with your Atari® customers (and accountant)!

You won't be alone on the road to stardom either. GAMESTAR is backing its games with a comprehensive *and* continuous merchandising program to generate consumer demand. With high impact, full-color ads in national magazines to pull customers into your store. Eye-catching, informative packaging that literally sells itself. Creative point-of-purchase displays that reinforce consumer awareness. And exclusive game clubs to peak players' interest and keep them coming back, game after game.

To find out more about GAMESTAR's "Road To Stardom" dealer program and international distribution network, call one of our account executives today at (805) 963-3487 collect.

GAMESTAR

WE BRING OUT THE STAR IN YOU.

1302 State Street, Santa Barbara, CA 93101 (805) 963-3487

© 1982 GAMESTAR, Inc. All Rights Reserved

Atari and 400/800 are trademarks of Atari, Inc.

CIRCLE #120 ON READER SERVICE CARD

And Now, Dynamic Discs

New TV technology opens a world in which touching is believing

Reprinted from the July 26 issue of Time Magazine. © 1982 Time Inc/All rights reserved.

The child's hand reaches out tentatively. Years of haranguing ("Keep your greasy fingers off the TV!") have made the screen taboo. But when the child sees that his finger causes the image to change, learns that his touch magically provokes new pictures, sequences, words and diagrams, his hand begins to jab, rub and slap the screen. Curiosity, once aroused, is satisfied by simply touching a picture of what one wants to understand. This process is re-enacted thousands of times every day at the U.S. Pavilion at Energy Expo '82 (a.k.a. the Knoxville, TN, World's Fair) as exuberant children and their more inhibited parents discover that TV viewing is passive no longer. The technology is called the interactive videodisk: the symbiosis of the computer and the laser-vision disk.

Clustered inside the wedge-shaped steel-and-glass pavilion are 42 TV screens connected to 42 Sony videodisk machines, which are hooked up to 23 Apple II computers. Nine video stations on the ground floor explain the meaning of 480 energy-related terms. Don't know what a Pelton wheel is? Press the word on the screen, and presto!, a swirling water turbine appears. A different set of screens shows a colorful cut-away drawing of a house. Wondering how to make your home energy-efficient? Just touch the attic, for example, and watch a demonstration of how to insulate it. According to Emmett Cunningham of the U.S. Department of Commerce, the genial director of the exhibit, "It's the best and most durable public information system I've seen in 25 years in the exposition business."

The system, says its unflappable designer, Tom Nicholson of the New York City exhibition firm of Ramirez and Woods, "personalizes" information. Determined to avoid an intimidating computer keyboard, he employed a "user-friendly," touch-sensitive screen. Pressure on the screen tells the computer to retrieve the information stored on the videodisk corresponding to the word or symbol touched. Although the computer makes the system truly responsive, what makes its applications so exciting is the versatility of the videodisk. And you thought the disk was the Edsel of video technology.

Alas, the poor videodisk, so misunderstood, so maligned. Most people think it a single-purpose instrument, a movie machine. The misconception was fostered by the much ballyhooed introduction in 1981 of RCA's SelectaVision, 15 years and $200 million in the making. Not a truly innovative technology, SelectaVision, is essentially a phonograph that uses a mechanical stylus to play prerecorded movies. Its costly debut obscured the second type of videodisk: the infinitely more versatile laser-vision disk, designed for the videodisk player introduced by Magnavox in 1978. Manufactured by Pioneer, Sony and the 3M Co., the laser-vision disk makes flexible interaction possible.

More sophisticated and more expensive than the stylus disk, the laser-vision disk not only offers enormous storage capacity but provides random access and perpetual durability. A low-powered laser beam "reads" billions of microscopic bits of information imprinted on the smooth, shimmering disk. On each side are stored 54,000 images, any one of which can be called up instantly on command. The stylus and laser systems are incompatible, which leads to a great deal of consumer confusion. Moreover, unlike the video cassette recorder the systems cannot record from television. Currently there are three videodisk machines on the market using laser vision and ten using a stylus. Despite exaggerated reports of the disk's demise, both the stylus and laser players are selling better than color television did when it first appeared 18 years ago.

The applications of the laser-type videodisk are limited only by the imagination, and applications even more innovative than the one in Knoxville have been developed. Examples:

- The "movie map," created by the Architecture Machine Group at M.I.T., is a visual record of every road, building and tree in Aspen, CO. It enables the viewer, or "driver," to find his way from street to street by touching the left, right or center of the screen. If he wants a tour of city hall, he merely presses the image of the building as he drives by and is suddenly inside, listening to a curator talk about its history. Perceiving the potential of this kind of system, the U.S. Navy has commissioned the same designer to create a "visual toolbox" to track the operation and repair of some of the Navy's more complex hardware.
- The cardiopulmonary resuscitation disk, developed by the American Heart Association to instruct trainees in saving cardiac arrest victims, is so interactive that it practically cries "Ouch!" The disk is linked to a mannequin equipped with 14 sensors, and it tells the trainee exactly where to push, pound, pinch or pummel. Instructing the trainee how to compress the victim's chest, the videodisk might say, "Find the notch on the sternum," or perhaps, "A little more gently this time." At the course's conclusion, the system gives a complete exam, grades it, and can certify the student in cardiopulmonary resuscitation.

At the moment, interactive programs are being used or developed at Atari (the disk acts as an indefatigable salesman in the showroom); IBM; Sears, Roebuck (Looking for a gingham dress? You can find it on their videodisk catalogue); General Motors; the Smithsonian Institution; Walt Disney Productions; Xerox; and the National Gallery of Art (recording 16,000 works of art for scholarly delectation). As a teaching tool for schools, industry and museums, the interactive videodisk has an assured place. But just as the use of the home computer depended on the marketing of interesting software, the videodisk player's consumer popularity awaits the creation of enticing disk software and increased awareness of the computer in the home. It should be understood, says M.I.T.'s video wizard Andrew Lippman, that "the videodisk is peripheral to your personal computer, *not* the television set." And that the admonition "Look but don't touch" applies to oil paintings, not TV screens.

—By Richard Stengel. Reported by Peter Ainslie/Knoxville and Lisa Towle/Boston

Single SOURCE Solution™

Write Michael L. Dean, V.P. Research & Development
P.O. Box 578, Concord, CA 94520, or call (415) 680-0202.

Single SOURCE Solution
Post Office Box 578
Concord, California 94520
(415) 680-0202

Copyright © 1992 by Single SOURCE Solution ™

CIRCLE #119 ON READER SERVICE CARD

gies improve. Video game makers are adding computer hookups or computer-like capability to their standard game consoles, and computer makers are releasing increasing numbers of games to give their systems "user appeal."

Game/computer suppliers are divided on whether the two categories will become one. Some say the two will remain distinct. Others maintain they will merge. Nonetheless, manufacturers from both camps have already released complex second and third generation versions of original video game systems that feature larger memories and keyboard consoles. In addition, several report plans to introduce modems and modules that would permit these more limited systems to interface with the more complex computers.

Videogames are computers

As far as Michael Katz, Coleco marketing vice president, is concerned, "Video games actually are computers. Our efforts," he says, "intend to allow ColecoVision purchasers not to have to make independent purchases of computers by offering them an add-on device by 1983."

More cautious, Dick Baumbusch, marketing director of Intellivision, feels "the computer and game industries are in such an evolutionary state that it is hard to guess what will happen. When we've conducted research on computer owners, we found they spend the bulk of their time playing games.

"In our opinion, consumers will buy what they use. When people want to play games, they will buy the best system designed to play games. Still, it's important to recognize that game systems with expandable features (e.g. peripherals) are important to consumers as well."

Are computers and video games becoming one? "Yes and no," answers Dave Argenbright, vice president and general manager of N.A.P.'s Odyssey. "Yes, in that Odyssey has a keyboard that allows flexibility in programming. It lets the user do things that are more strategy oriented. I think, there will be a convergence (of games/computers) in machines.

"In the future," he continues, "it will be difficult to tell the difference between new game hardware and computers. When consumers look at the new generation of video game systems, they will see that they are computers that are games-oriented.

"Still, I think we will continue to see Atari, Odyssey, and existing games continuing into the future, because they are good games, and because a game library exists. Plus, there is a lot of existing video game hardware out there, and a need for games to play as well."

Marcia Golden is a New York-based free-lance writer specializing in electronics and marketing.

YOUR COMPUTER WILL WORK WITHOUT PROPER CARE ... FOR AWHILE

A few microscopic particles of dust, smoke, oxide, or other contaminants can cause dirty read/write heads. Contaminated read/write heads can mean processing errors, lost data, or even a major repair bill.

That's why leading computer and disk drive manufacturers (Xerox, Radio Shack, Hewlett-Packard, Data General, Burroughs and over 35 other companies) suggest end-user preventative maintenance using the head cleaning kit from Innovative Computer Products.

Don't put off necessary preventative maintenance...use PerfectData™ Computer Care Products from Innovative, the key to trouble-free processing.

Available at leading retail computer stores and computer supply dealers.

PerfectData™
COMPUTER CARE PRODUCTS

INNOVATIVE COMPUTER PRODUCTS
18360 Oxnard Street, Tarzana, California 91356 (213) 996-4911/TWX 910-493-5964

CIRCLE #118 ON READER SERVICE CARD

The Disk—Spinning Out Software

ILLUSTRATION BY GEORGE ABE

By Martin Polon

If one element is central to the selling of software into the home, it is the disk. The disk is a conventional phonograph record; is a new technology digital audio record; is a video record, and is a computer storage tool capable of writing, as well as reading, software.

The various disk systems are all circular in configuration but share little else in features. The conventional LP audio record utilizes vibrations in plastic (poly vinyl chloride) to excite a pick-up, producing electricity. These minute electrical signals are amplified to produce audio. The digital audio disk uses a laser to trace minute pits in a glass disk with metallic coating. These pits are translated by digital electronics in the digital player to produce a conventional analog audio signal. The laser video disk works in the same way as the laser digital audio disk except a color stereo video signal. The less expensive capacitive video disk uses a stylus in contact with the video record to produce a picture. Computer disks, both floppy and hard, are magnetic and record/playback in the same way a tape recorder does. Computer disk systems vary in the way the magnetic head is moved about the disk: floppy systems use a thin, pliable, interchangable disk while hard disks or Winchesters use a permanent large-scale storage system.

The importance of disk systems can be measured by the fact that Americans have in excess of one hundred million disk players in their homes. This both works for and against new systems of software delivery on disk. The public is familiar with the value of disk playback systems, but the consumer electronics industry may be overreaching its market if it expects the public to own four different disk players. Yet that is exactly the burden of the consumer who has LP records, is interested in the new digital audio compact disks, views video on disks, and has a personal computer. The worst part of the problem is that none of the four systems are compatible with one another.

The standard LP audio record, developed as a successor to the 78 record after World War II, has been developed to its limits technically. In addition, the problems of impure poly vinyl chloride (PVC) plastic made from ground-up phonograph records, excessive stamping cycles and shrink-wrapping has reduced many records to an unacceptable level of quality. This quality problem is erratic and is probably accentuated by the fact that it is common practice for record stores to rewrap records that are returned. In many ways, the record business has convinced itself and its consumers that something new is needed.

That "something new" for audio is the digital audio disk. Four systems originally vied for the position of the "standard" system. Of the first two systems, one from SEG-Telefunken, uses some of the technology from the RCA CED Video Disk. In fact, all of the true disk digital systems borrow from video disk technology. The second system from JVC (Japanese Victor Corp.) is called the AHD or Audio High Density. It is based on electromagnetic technology developed for the JVC/Panasonic VHD (Video High Density) video disk system.

The success of the third system, from Phillips and Sony seems assured. Known as the compact digital audio disk or CD, the system is based on the laser disk technology of the MCA-Phillips video disk. Currently, the system has 38 licenses ready to manufacture players for the compact disk system. The last system is still a contender, though many feel it is a dark horse. It is called the DRC—Soundstream Audiofile, and it uses a flat photographic card similar to a "3x5" index card. Unlike the other three disk systems, the Audiofile card requires only simplified photographic processing. The other systems must have complex record stamping facilities.

The Japanese electronics industry plans to produce more than 100,000 Compact Disk players by the first quarter of 1983. Player production

estimates of one million are projected for the end of 1983, while three million are projected for 1984. A 10-million CD player population is estimated by the end of 1986. CBS/Sony in Japan and the mammoth European conglomerate PolyGram will back the system launch with software in Japan, Europe and elsewhere. Both giant firms have CD pressing plants readied while other CD allies are in the process of building additional ones. PolyGram, alone, plans to release 300 titles in CD format in Europe by the first quarter of 1983. The system launches in Japan this month, spearheaded by Sony.

All of the systems, being digital, provide relative freedom from the distortions of conventional record processing. No matter how a digital audio record is abused, manufactured or wrapped, it will provide perfect playback and do it with less noise and distortion than conventional records. Digital systems can be compared to painting by numbers. A painting, which can be considered an analog art form (the same way that music is analog) cannot be protected from physcial damage. But, if the painting is a series of repeatable strokes and color combinations by number, it can always be reproduced. In the same way, digital audio is a series of zeros and ones that record the complexities of a musical performance and which can be played back flawlessly.

Video disk systems are not digital, but utilize high speed disks (as do the digital audio players) to provide color pictures, stereo sound and motion control features. The most successful system in the marketplace, in terms of units sold, is the RCA CED video disk system. Now equipped with stereo sound, the RCA system utilizes a player selling for as little as $200. The RCA players use a diamond stylus that has to be replaced, but only after hundreds of plays.

The second system in the marketplace, the MCA-Phillips laser video disk (LVD) was the first video-based disk to be in the marketplace, debuting in 1978. At one time, with a partnership of MCA-Universal, N.V. Phillips, Gloe Lampen Fabriken, IBM, 3M, and Pioneer, it seemed that the laser disk would be as successful at entertaining in the home as it has been teaching in industry. But, the higher retail cost of the players ($750.00 price range) and the disks, plus some technical problems, have left the laser video disk in a slow growth mode. Only Pioneer and Magnavox (North American Phillips) for the players and Pioneer, Phillips and 3M for the disks have gathered any momentum with the system. The last system, the VHD (Video High Density) from JVC and its parent Panasonic, will probably not see the light of day. Although all three systems are stereo and have varying degrees of motion control, the VHD had what seemed to be an ideal balance of cost versus features and quality. The problem of late emergence and several postponements of introduction plus 1982's stagnant economy has placed any future for the VHD system in doubt. JVC, Panasonic and partners General Electric and Thorn/EMI have the clout to place the system in the marketplace, but the cost would be too high if the market cannot absorb another system.

The bottom line is how to consolidate all of these disks to give the home user a multi-purpose software tool.

The disk units for personal computing are separated by cost. The floppy disk systems that are the second step in record/playback (the inefficient audio cassette recorder being the first step), are available at price points that extend to both sides of the one thousand-dollar mark. Less expensive floppy disk systems and mini-floppy and micro-floppy units promise to make the small recordable, exchangable magnetic disk a household as well as a permanent, non-exchangable mass memory tool that is more costly and less flexible than the floppy disk. It is likely to be a large-scale item for home computing.

The bottom line is how to consolidate all of these disks to give the home user a multi-purpose software tool. If a consumer were to buy a digital audio player, a video disk player and a floppy disk unit, the cost would be at least $1500 and could be as much as $3,000. While it is clear that computer software on floppy disk will become the dominant medium for complex software in the home, several of the video and audio disks offer software storage cases. Both the compact audio disk and the laser video disk have enormous software storage capacity. Although the laser disks can serve only to playback, the ability to place the entire Encyclopedia Britannica on one or two video disks or three to four audio disks make the LVD and CD players potentially important for personal computer software. IBM's connection with the laser video disk is based on that disk's capability in the range of 10 million gigabytes (a million million bytes) of information. Similarly, the presence in the marketplace of laser video disk peripherals from Pioneer and other manufacturers indicates the promise of interactive marriage between the disk and the computer.

The presence of other disks in the consumer electronics marketplace, such as Sony's forthcoming Mavica, with its telephone line transmission capability, and a merging of the portable typewriter into the personal computer, like Sony's Typecorder and the company's micro-floppy disk system, indicate how some of these technologies move closer together every year.

It is always painful to suggest standards as a solution to marketplace conflicts but the presence of one system in each sector will show improvement and sophistication. It may well be that the Phillips/Sony compact audio disk, the RCA CED video disk and the floppy disk will emerge victorious from marketplace conflicts. But, whatever the outcome, the consumer electronics industry needs a minimum of systems, some kinds of standards and a maximum of interchangability. ■

Syncro's Challenging Adventures

for the Atari* 400/800 computers.

Syncro cassettes and disks can be ordered from your favorite dealer.

MAZE OF DEATH© A fast paced, action packed, color graphic adventure pitting you against a mad scientist. 16K cassette/ 24K disk.

MAR TESORO© Rent a boat and crew, and dive for sunken treasure. You can find a fortune or be crushed by a giant octopus in this color graphic adventure. 24K cassette/ 32K disk.

DRAC IS BACK© Roam the 200 room castle of Drac, but make certain you have wooden stakes and silver bullets. A non-graphic, multi-colored adventure with enlarged text. 24K cassette/32K disk.

ALIEN HELL© A color graphic adventure. Solve the riddle for your escape. A challenge for the experienced adventurer. 16K cassette/24K disk.

WORDMANIA© A challenging word game for 1 or 2 players. Developed to improve typing skills, word recognition, spelling and concentration. 16K cassette/ 24K disk.

ASTRON IV© As space warriors you battle robots and deadly Orbitron to destroy the pirate asteroid. A color graphic adventure. 16K cassette/24K disk.

Coming soon . . .

LASER ANTS© and **ASTRON IX**©

*Indicates trademark of Atari, Inc.

CIRCLE #116 ON READER SERVICE CARD

All Syncro cassette programs are recorded complete on both sides with music track. All cassettes use high quality data tape and housing and each cassette is load tested.

Si

SYNCRO, INC.

SOFTWARE DIVISION

30941 W. Agoura Road, Suite 200

Westlake Village, CA 91361

(213) 889-9508

Making Book on Games

ILLUSTRATION BY RON LIPKING

By Suzanne Rodriguez

Unless you've spent the last couple of years buried in the high deserts of Botswana, you know that computer games are big business. You probably know that Atari made over $200 million in 1981 from *Pac-Man*. You've probably read and wept about one of the 17-year-old overnight millionaire who made his money by writing a fabulously successful computer game. And, what's worse, you or your kids—or *somebody* you know—has doubtless dropped a small fortune in quarters into those insidious little machines which are suddenly more prevalent than Coca-Cola dispensers. Computer games, whether played in the home or in arcades, are hot.

So, doesn't it follow that books on computer games would also be successful? Who wouldn't want a few hints to help beat the hordes of *Pac-Man* players senseless? What red-blooded games-player wouldn't want to save money on expensive software by personally typing in games? Isn't there some young Horatio Alger out there who wants to learn to program games and become rich? Surely there is a hidden market of avid games-players out there bursting to know more. Surely they exist . . . somewhere. Sure they exist: in the high deserts of Botswana, maybe, because they're sure not buying books in the U.S.

There are basically two kinds of computer game books on the market right now: books that print out programs for you, which you then type into the computer yourself; and books that teach you strategy for beating others at arcade games. Where you buy the first group of books, you will never find the second. Why? Read on . . .

Programming games

Into the category of books on programming of games falls almost every technical computer game book. These books are almost always stocked in computer stores which cater to the home market, or in those general bookstores with a comprehensive computer science department. Our question to retailers: "Do they sell well?"

"No, these books are not the best sellers, believe me," said Dan Robinson of The Program Store in Washington, DC. "People who want to learn to program tend to want to learn to program in the different languages. They might get around to doing games, too, but mostly they'll just buy the games software. What people want—and what they would buy—are books on graphics and sounds. Those are the hardest things to do and there are hardly any books on the market that cover these topics."

The Program Store, currently consisting of three stores—one each in Maryland, Virginia and Washington, DC—does sell books on computer games, although, as Robinson says, "they are not great sellers and they are not housed in their own section." Among the books they stock and sell are: *Stimulating Simulations,* (Hayden Book Co., $5.95). "It's good for a beginning programer," says Robinson, "but not for the advanced programmer. You can learn by typing in the programs, modifying, debugging, and so on."

Techniques for Creating Golden Delicious Games for the Apple Computer (Wiley & Sons, $12.95). "This is a new book. It has music, graphics and other kinds of games. It's selling okay."

Inside BASIC Games (Sybex, $14.95). "Not as well written as some others, but it's a good book for people who are into BASIC."

If any place would sell a lot of computer games books, it would seem to be Berkeley, CA a university town where most college students are familiar with computers. But no.

"They're not fast sellers," said Fred Po of Technika. "He sells mostly Apple and CP/M machines and we do sell a lot of books, but not games books. They are mostly something available for people who don't buy the packaged games software—and most people do. Unless you're a

Fort Apocalypse, Reptilian, Claim Jumper and Shamus are all trademarks of Synapse Software.

5327 Jacuzzi St., Suite I, Richmond, CA 94804 • (415) 527-7751

For the Atari Home Computer

Atari is a registered trademark of Atari, Inc.

CIRCLE #115 ON READER SERVICE CARD

person who specifically wants to sit down and type a game into a computer and use it as an instructional program, then you wouldn't be interested in this kind of book. They can be used to gain more knowledge about the computer—and about writing games software. But they just don't sell really fast."

Technika Stocks the major publishers (Po specifically mentioned Sybex, Howard Sams and Prentice-Hall). According to Po, two books that sell in the games line are *PET Games and Recreation* (Reston, $14.95) and *PET Fun and Games* (Osborne, $11.95).

"We don't sell any games books any more," said Greg Fullington, director of advertising and public relations for On-Line Microcenters, a nationwide 16-store chain headquartered in the San Francisco Bay Area. "Last year we were acquired by a large company and we reassessed where we were and where we were going. At one time, you probably know, we were maybe 60–70 percent Atari and related products. Now we're 80 percent business and 20 percent home and recreation. It's harder to sell the lower end of the market—your volume is lower, your profit on each item is lower. So, we don't sell those kinds of books. But from what I hear, games books are a real phenomenon. I hear they're selling like mad."

At Sunset Computers in San Francisco, Dennis Woo says the best selling games book is *Atari Games and Recreation,* (Reston, $14.95). "We're primarily an Atari store, and that means we support Atari products by selling books relating to Atari, as well as other peripheral equipment for Atari. So naturally a book about Atari games would be the best selling games book here. But this is a good book—it teaches you how to program games. I like it."

It seemed hard to believe that computer games books were held in such generally low esteem, so we asked a few non-retail people for opinions.

David Thornberg, who regularly writes about arcade games in various publications, said, "The only software book that I really know about is one that I edited, *PET Games and Recreation.* It has a companion volume, *Atari Games and Recreation.* They're published by Reston.

An Oregon man in his early 20s, who writes computer games for a rather comfortable living and who prefers to remain anonymous, had this to say: "I would *never* read a book about computer games. What's the point? Games are to play! If you want to learn to program, then study programming, not games."

How-To's

The how-to-win-at-arcade-games-books were only rumors when we started out: we'd heard of them but

When It Comes To Buying Software Be Sure You're

Making The Right Connection.

Like any other business, it's who you know that makes the difference. And staying on top means making the right connections.

Alpha Et Cetera is now one of the largest distributors of business, educational and recreational software in the United States. And for good reasons. Only Alpha Et Cetera, The Software Source,™ offers dealers the highest return on their dollar.

The software connection. As The Software Source, Alpha offers more than just product availability and 24-hour shipments. Alpha does carry all the major brands and the latest best-sellers for personal and business microcomputers, including Apple,® TRS-80,® Commodore VIC-20,® IBM®/PC, Atari® and CP/M.® Over a hundred new software selections each month.

There are no minimum order requirements and all software is available at prices 40% below retail (additional volume discounts up to 10%).

But selections and discounts aren't enough.

When profitability is the bottomline. The difference is professional experience in retail management, merchandising, sales, marketing and distribution. Alpha management and sales force help dealers create successful software programs — ways to find new customers, net greater inventory turns and select the right products for higher profits.

Making the right connection. When multi-supplier connections have already resulted in off-schedule deliveries, more paperwork and lost profits, next time give Alpha a call. There's one Software Source that will make the difference.

THE SOFTWARE SOURCE™

Alpha Et Cetera, Ltd.
ACE Marketing Division
Box 231, 1229 S. Morgan Street, Shelby, North Carolina 28150
TOLL FREE outside NC: 1-800-438-0676
NC: 1-800-222-3855

™The Software Source is a trademark of Alpha Et Cetera, Ltd.
*Apple is a registered trademark of Apple Computer, Inc. *TRS-80 is a registered trademark of The Tandy Corp. *VIC-20 is a registered trademark of Commodore Business Machines. *IBM/PC is a registered trademark of International Business Machines, Inc. *Atari is a registered trademark of Warner Communications, Inc. *CP/M is a registered trademark of Digital Research, Inc.

CIRCLE #114 ON READER SERVICE CARD

couldn't find them and didn't know any of the titles. The first success in our quest came with a lively group of 12-year-olds in the Arcade at San Francisco's Pier 39.

They were very informative but equally divided in their opinion of these books. About half of them bought and read the books which are designed to help them win arcade games; and the other half insisted the first half was wasting money. We'll leave that up to you to decide.

Here's what they were reading: *Scoring Big at Pack-Man* (Warner, $1.25); *Mastering Pac-Man* (Signet, $2.50); *How to Win at Pac-Man* (Pocket, $2.25); *Playing Ms. Pac-Man to Win!* (Pocket, $2.25); *Video Master's Guide to Pac-Man* (Bantam, $1.95); *The Winner's Book of Video Games* (Warner, $5.95) *Score! Beating the Top 16 Video Games* (Signet, $2.50); *How to Master the Video Games* (Bantam, $2.95).

You're probably wondering, being a retailer and all, why you've never heard of these books. As we mentioned, we'd never heard of them either. Since not one of the books just mentioned was sold in any of the computer stores we talked to, we had to do a little sleuthing to find out where they could be obtained. The answer is simple, really. The books are sold in the places most frequented by young teenagers.

Before you think of stocking these books, keep in mind that they probably have an extremely short shelf life. Today's *Pac-Man* becomes tomorrow's *Pong*, and the top 16 video games probably change every two weeks.

Besides, the kids who are really savvy don't buy them. Eric Ginner, the 20-year-old who recently won Atari's world championship video competition, was asked by the *San Francisco Chronicle* his opinion of books that teach a competitor to win at video games.

"Actually," Ginner was quoted as saying, "there's nothing in these books you can't learn from simply watching the machines." ■

Suzanne Rodriquez writes for and about the microcomputer industry and the Silicon Valley from her home atop San Francisco's Russian Hill.

ANNOUNCING AN INNOVATION IN TYPING INSTRUCTION.

FUN.

Improve your keyboard skills with MasterType.

A typing program for the Apple II that dares to be fun. But it's not just child's play. No matter who you are, your computer will become a more efficient tool, as you become a more proficient typist. And MasterType can help. Dramatically.

But don't just take our word for it.

Infoworld magazine had this to say about Lightning Software's Hi-Res MasterType: "MasterType is an excellent instructional typing game. We had fun reviewing it, and we highly recommend it to those who want to learn typing in an unconventional but motivating way."

Infoworld also went on to rate MasterType as Excellent in all categories.

Good news for Atari owners!

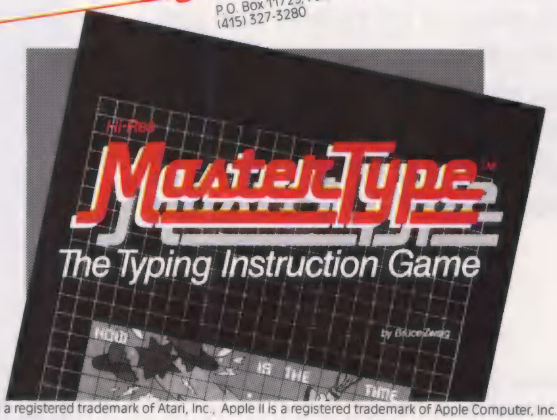
MasterTypes Atari version is now available!

Attention all Dealers.

Don't miss out on one of the hottest selling software products on the market. Call today for a free demo disk.

DEALER INQUIRIES INVITED

Lightning Software ©
P.O. Box 11725, Palo Alto, CA 94306
(415) 327-3280



Atari is a registered trademark of Atari, Inc., Apple II is a registered trademark of Apple Computer, Inc.

CIRCLE #113 ON READER SERVICE CARD

The Sensible

We put more programming in

When we formed SENSIBLE SOFTWARE, we had a simple motto—Sensible Software... Sensibly Priced. We had a single goal: to develop programs for the Apple II computer system that were user friendly and functioned as promised. Judging from the overwhelming success of our pioneer program, SUPER DISK COPY, we quickly realized that you share this ambition.

Today, four years later, we have established a way of doing business that directly reflects that basic goal. We offer you some of the finest programs available for the Apple II computer along with easy to understand documentation. Our specialized staff has grown to meet your needs quickly and efficiently. The end result of our efforts is friendly programs and friendly service that are certain to make you smile.

In addition, we have been industry leaders in developing an extremely fair and practical Disk Replacement Policy. This ensures that you always have both access to any enhancements added to our programs and that your important computer time is not interrupted.

From arcade quality games that challenge your speed and dexterity to utilities that improve both your Apple II efficiency and proficiency, we would like you to use our products with the same confidence that we build into them.

Sensible™ Software

6619 Perham Drive, W. Bloomfield, MI 48033 • (313) 399-8877

APPLE is a registered trademark of APPLE Computer Company
Copyright 1982• Sensible Software Inc.

Software Disk

... so you get more program out!

APLUS™
Write structured programs in Applesoft. APLUS adds several new commands to control logic flow and automatically indents program listings to help follow that flow.

APPLEGUARD™
A spohisticated disk duplication system for software authors that provides both "in memory" and nibble copy" protection. APPLEGUARD will give the software author the time to create another masterpiece rather than becoming involved with the software piracy issue.

B.E.S.T.™
Applesoft programming aids: cross reference variables and lines, remove REMarks, shorten variables, pack lines, merge and renumber, AUTO line number, and MUCH MORE.

The BUG™
The most powerful debugger for both novice and experienced assembly-language programmers. Features many memory and register breakpoints, selective full-speed execution, and more!

BUILD USING™
A user friendly "print using" utility that allows formatting and justifying strings as well as all types of numbers. Several loading options make it easy to add to almost any Applesoft program.

DISK ORGANIZER™
Allows complete control over the "organization" of a DOS catalog. 'Fancy titles' are easy with the built-in line editor. Alphabetizing, deleting, renaming, locking files, and changing the name of the 'greeting' program are only a few of the features included.

DISK RECOVERY™
DISK RECOVERY can be used on a regular basis to certify that DOS disks have not developed any bad spots. DISK RECOVERY will also help recover valuable data should a defect occur later. Now the back sides of disks can be used with greater confidence.

EDIT-SOFT™
An inexpensive, yet powerful, line editor for Applesoft programmers that features: GLOBAL searches and changes, user definable macros, line splicing, AUTO line numbering, and an exclusive "characters inside a quote" counter.

IMAGE PRINTER™
An easy to use, flexible utility for "dumping" any HI-RES screen to a variety of printers, including NEC, EPSON, and many letter quality printers.

MULTI-DISK CATALOG™
MULTI-DISK CATALOG is a very fast, user oriented, machine-language database program designed specifically for keeping track of the contents of a DOS diskette library.

SUPER DISK COPY™
SUPER DISK COPY is most likely the one utility every Apple owner should own. This is the "standard" copy program for transferring DOS files between one or more disk II drives. Top-rated for price-performance.

The SENSIBLE SPELLER™
The finest spelling-verification program designed specifically for the Apple. The official Random House Dictionary Concise Edition (80,000+ words) is included in both diskette and hardcover form. Several different versions are available for compatibility with almost all Apple word processors.

THE SENSIBLE ARCADE

Cyclotron...™ Your mission...to destroy the evil Mangan devices before they damage your cyber crystals, the heart of the Cyclotron. It is the Cyclotron that provides life sustaining energy to the surrounding empire, a vital source of power. If destroyed the empire would soon fall to the enemy Mangan forces.

The Mangans are fast, but you have to be faster. How long can you hold out?

Quadrant 6112...™ The watch is quiet. Scanners show nothing of rebel activity as you comb Quadrant 6112. Suddenly, a stargate gapes open! A lone rebel ship surges into your sector. More alien comrades quickly follow in attack. You must hold the Quadrant from the invaders. And you must do it alone!

Ask your local dealer about this fine line of Sensible products.

CIRCLE #112 ON READER SERVICE CARD

The Hollywood Connection

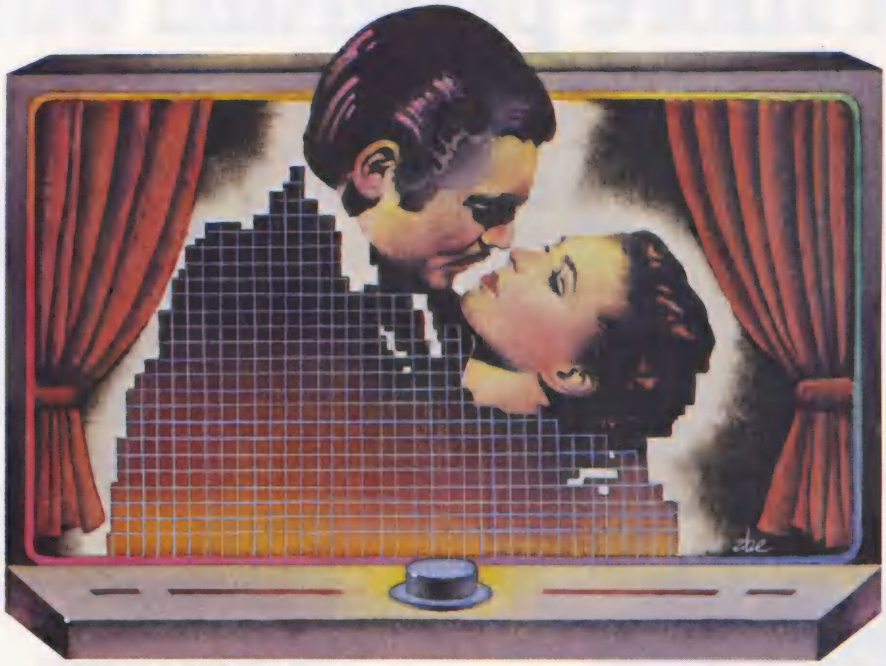


ILLUSTRATION BY GEORGE ABE

By Bruce Apar

The phenomenal box-office success of Universal Pictures' "E.T." has turned Steven Spielberg's cosmic fable into an extraordinary cottage industry. Not the least of the potentially lucrative licensed products is an *E.T.* videogame, which would make quite an eye-popping first title for the new videogame division of Universal's parent company MCA.

At summer's end, though, ever-aggressive Atari announced it would be introducing a VCS-compatible *E.T.* cartridge for delivery to stores well in time for the Christmas selling season. What happened?

A better question might be "Whose rights is E.T. anyway?" Obviously, not MCA's. Producer/director Spielberg holds all licensing rights to his inspired creation and while he felt "E.T." the movie was a Universal product, he also decided "E.T." the videogame had Atari written all over it.

Labyrinthine licensing rights is but one of the many curiosities that characterize videogames, especially since they started going Hollywood.

At this writing, Fox Video, MCA, Paramount, Disney and Thorn-EMI all have announced plans to enter the software arena, through development or distribution, or both. For Disney and Thorn-EMI's part, it's computer software first, maybe games later.

Video games hold a strong and natural attraction to the captains of the movie industry. The technology of the '80s has made them realize home is not only where the hearth is; its where an increasing chunk of the entertainment dollar is. If people are leaving home to go out to the movies less and less, the movie companies will go into the home more and more. Witness pay-TV, videocassettes, videodiscs, and—now—videogames.

For motion picture marketing executives, the parallels between the dynamics of their business and videogames are tantalizing. Just as a film's exhibition in movie houses primes and presages its sales/rental performance as a videocassette or disk, a game's popularity and playability in coin-op arcades pumps up its profit potential as a home video game cartridge.

Unlike a true pair of parallel lines, though, the movie and videogame businesses have finally met, and for good reason. Al Pepper of Fox Video Games explains: "All games need a concept, and the concept can come from any number of sources. Maybe ideas can come from books, plays, songs, or even from history. Games have the same potential. Their entertainment function is an extension of how we see ourselves."

There's also the matter of money. Having made the decision to partake of the country's newest entertainment craze, a film company's financial officers can then feast their eyes on these facts: In 1982, it's estimated seven million game consoles will be sold, with the Atari and Mattel machines accounting for 70 percent of total hardware sales. Atari alone is expected to sell fully one-third of the 60 million or more game carts that consumers will buy this year, followed by Mattel, which will make do with about 20 percent of the software business. All this adds up to a $2 billion business for 1982, $3 billion in 1983. And market penetration hovers around 10 percent!

So now the fun begins, figuring the best way to approach, enter and survive in a new industry that has seen sales literally take off like a rocket. The studios, which, after four years, are still searching for the ideal method of marketing movies on cassette, are embracing videogames in a variety of ways. So far, at least, there's no talk of rental-only programs.

Marketing plans, product lines & alliances

Atari, reputedly the "fastest growing company in U.S. business history," is undeniably at the center of the videogame universe. No matter what part of the business you're in, everywhere you go, there's Atari. Chances are even if you haven't played it, you've heard the word Atari

You say your games have been Choplifted to Hawaii, your Screenwriters have been in transit for a month, and you're taking a bath with the prices you're paying?

softcenter distributing is the answer. No gimmicks, no promotions designed to make you overspend . . .

Just the best prices, service, and delivery in the business.

Prices, Service, and Answers.

softcenter distributing

830 N. 4th Avenue
Geneva, IL 60134
(800) 323-0116
(312) 232-1992 from Illinois, Alaska, and Hawaii

CIRCLE #111 ON READER SERVICE CARD

today.

Yet, handing over the business to Warner's pet profit center isn't on everyone's mind. "This business isn't just Atari," notes marketing vice president Al Pepper of 20th Century-Fox's Games of the Century.

A recent recruit from Memorex's consumer tape division, Pepper adds, "Mattel is an important factor and so are personal computers. The installed base is weighted to Atari right now, but Intellivision is extremely important to us."

The first four titles from Fox—*Worm War I, Beany Bopper, Fast Eddie* and *Deadly Duck*—are VCS-compatible and have nothing to do with movies. The first two games are priced at $34.95, the latter pair at $29.95. Heading up Fox's games unit is former Mattel Electronics marketing vice president Frank O'Connell.

The phenomenal box-office success of Universal Pictures' "E.T." has turned Steven Spielberg's cosmic fable into an extraordinary cottage industry.

The tangled web of joint ventures, cross-licensing and all manner of agreements that determines the course of games distribution might begin here as well as anywhere. CBS-Fox Video, the home video venture between two entertainment giants, has nothing to do with games, though separately Fox and CBS are both now in the business of selling software.

CBS, in turn, has a cross-licensing agreement with Coleco's Colecovision, touted by some observers as the technological and graphics superior of anything currently in the market. CBS has most foreign rights to Colecovision hardware and software, as well as those cartridges Coleco is selling to play on Mattel and Atari systems. While CBS says it will probably have only a few carts this year, partner Coleco expects to end the year with 15.

An aspiring Atari, Coleco will also see its cartridges sold through Paramount Home Video's distribution network. Paramount parent Gulf & Western also owns Sega, a major coin-op supplier and the new Sega Distribution arm reports to Paramount Home Video.

Enter Lucasfilm, which has an agreement with Warner's Atari to develop VCS games via the resources of its Industrial Light & Magic special effects group. Although Fox is the studio that distributed the all-time box-office champ "Star Wars," directed by George Lucas of Lucasfilm, Parker Brothers is licensed to make and sell the *Star Wars: Empire Strikes Back* VCS cartridge. The famous boardgame company is also licensed to sell the *Jaws* videogame from the MCA/Universal picture of the same name. MCA has sold home game rights for a more recent movie, "Conan The Barbarian," to Astrocade, a well-regarded system formerly marketed by Bally.

Another Lucas film "Raiders Of The Lost Ark," is an Atari VCS videogame as well. As with "E.T.," "Raiders . . ." was directed by Steven Spielberg, who was very active in the design development of Atari's forthcoming *E.T.* cartridge, according to Atari Consumer president Michael Moone. He says, "We were just one of the games companies that bid for rights to "E.T." Steve just felt we had the best distribution out there."

Moone hastens to point out that while Atari doesn't miss the significance of selling a game based on a blockbuster movie—the marketing momentum and visibility that comes with it—"a lot of movies don't transfer well into games. Look at 'Superman' (a Warner movie). It was a huge hit in the theatres, but the game . . ." and Moone makes a hand motion indicating that sales are good but not what was anticipated.

Details about Lucasfilm's plans for Atari videogame concepts and themes are as hard to dig up as a copy of Odyssey's "K.C. Munchkin" cartridge. That's the *Pac-Man* lookalike that Atari quickly sued off the shelves, perhaps piqued at the fact Odyssey's home version is visibly better than Atari's disappointing VCS *Pac-Man* game.

A Lucas spokesman would only say, "Lucasfilms has always been very private about our projects. We don't like to talk about what we are doing."

We were told, though, that Lucasfilms is interested in game development because "Games and other forms of visual information are definitely a natural extension of films. We see it as a natural progression both in terms of filmed entertainment and new electronic technology."

In talking with videogame execs at the studios' new divisions, nary is heard a discouraging word about shakeout. "There's lots of room for everybody," argues Pepper at Fox, "because the consumer hasn't been satiated. The current base of 7–10 percent will probably double in 1983. If a consumer doesn't have a VCS console yet, all the games are still new to him. The number of people coming in at consumer level as first-time buyers is large enough to keep even older titles selling."

Paramount Home Video, entering the fray with seven Sega games this fall, was not prepared at press time to talk about pricing and availability. One of the hot Paramount-Coleco titles for the opening salvo is sure to be Zaxxon, a coin-op hit.

Thorn-EMI Video Programming Enterprises (TEVPE) is due out before Christmas with 21 computer games, 19 for the Atari 400 and 800 and two for the Commodore VIC computers. Priced from $29.95 to $49.95, games include a Rubik's Cube derivation, *Submarine Commander, Music Composer* (for VIC), Soccer, and jig-saw puzzles.

TEVPE president Nicholas Santrizos said nine new games will be introduced at the January 1983 CES, but no movie related themes are planned. He noted his unit has no connection at all to Thorn-EMI's film

business.

Disney was another studio not prepared to discuss its plans for marketing computer software games. At this writing, a spokesman still wasn't sure if the products would be handled by Disney's retail products or educational products division.

Under initial agreements, Disney has licensed Atari to produce Disney-themed software for its 400 and 800 computers, and Mattel has two *Tron* games ready to go, in both VCS and Mattel Intellivision formats.

Tron videogames, based on the movie about life inside a videogame, begs some sort of question that's addressed by Al Pepper. "Many games will be based on movie themes that we know are popular and people respond to. We might

Now Playing At Your Local Arcade

By Martin Polon & Jason Squire

The fact that the theatrical movie industry in 1981 grossed in the range of three billion dollars, while the video game arcades are estimated to have gross revenues in excess of six billion dollars and up has not been lost on the moguls of Hollywood.

One knowledgeable industry observer puts it this way: "Studio management has a vision of all these happy movie patrons tumbling out of theatres around the country and immediately making their way to the nearest video arcade to feed quarters into video games that will recreate and allow participation in the experience on the screen. That is clearly the corporate strategy that drove Disney to make "Tron."

"Tron," indeed, has become the embodiment of that dream of connecting a film into the video arcades. Unfortunately, "Tron," despite a high intensity press and advertising campaign, has neither proven the wisdom or the wealth from a movie/arcade connection. "Tron," in its first 17 days, a period which usually determines a movie's fate, brought in $15,440,000, according to *Variety*, the weekly bible of the film business.

By the picture's third weekend, the box office grosses were characterized by *Variety* as "a big disappointment, falling a massive 40 percent." For a film that its creators and studio had been touting all year as the strongest summer picture of 1982, the performance of "Tron" has to be viewed as disappointing at best.

What is fascinating about "Tron," however, is that the arcade video game from Midway, which debuted more than a month before the movie, is one of the big successes in the arcades. The Mattel "Tron" games appear to be equally successful.

The "Tron" experience seems to prove that the movie-going and video-gaming experiences do not feed each other but exist independently. Success for one may not mean success for the other. Although several movie companies are now betting that popular movies will make for popular video games. LucasFilm has licensed "Star Wars" and "Empire Strikes Back" to Parker Brothers for home video, and entered into a joint venture with Atari to develop and produce future video games for home and arcade.

Atari has readied a *Raiders Of The Lost Ark* cartridge for the VCS home video game. Atari is a wholly-owned division of Warner Communications, Inc., and is also negotiating with Columbia for games rights to the forthcoming fantasy film "Krull." Columbia, on the other hand, owns Gottlieb, the pinball manufacturer which has been slow to convert to video gaming.

If all of this seems confusing, it is. What seems to be the message of "Tron" is that the audience is the final arbiter of success for a film or video game and no amount of publicity or advertising can guarantee a smash hit in either arena.

What most home video manufacturers would like to do is to pick and choose from established successes in the movie theatre and/or arcade. The problem is that the timing is never appropriate to eliminate risk or guarantee reward with current films. Twentieth Century-Fox's home video gaming subsidiary, Videogames Of The Century, has initially committed to four non-movie titles such as *Deadly Duck*. The first movie tie-in planned by Fox Video Games, prior to release was a video game version of the studio's summer release "Magaforce." Unfortunately, the fact that the lead time for development and distribution of the home video game mandated a January 1983 release of the cartridge, while the film failed at the box office, vanishing from neighborhood screens in a matter of weeks.

On the other hand, MCA/Universal, after witnessing the licensing of "Conan The Barbarian" to Astrocade for home gaming, has set up a subsidiary called MCA Video Games. This home video arm plans to call on successful titles from Universal's film library such as "Jaws," "Frankenstein" and "Dracula." It is interesting to note how studio movie 'deals' sometimes leave video game licensing rights in the hands of others, as with Fox's "Star Wars" and Universal's "Conan."

Paramount Pictures, although financially involved with parent Gulf & Western's Sega arcade subsidiary, has chosen to license arcade games to home video manufacturer Coleco. Sega will distribute Coleco software in the U.S. Some observers feel that MGM/UA, the sole studio remaining on the video-gaming sidelines, is so burdened with hundreds of millions of dollars of debt, that it's banker-overseers would not allow any further exploitation of the marketplace.

The same risks and rewards of the free-for-all movie marketplace exist for anything that is merchandised or licensed from the film. The same rule applies to both the movie itself and its video game counterpart. A full investment has to be made before the real value of the product can be defined. To connect a video game to a popular movie and depend on the movie to carry the game ignores the rules of the marketplace. Despite all this, CBS Theatrical and PolyGram have committed to "Space Blasters" and Disney is reported to be still contemplating "Tron II."

Martin Polon is technical editor of Software Merchandising and Computer Merchandising. He has written for many trade and consumer publications. Jason Squire is a film industry analyst and author.

also see movies that come from games."

At MCA Video Games, president Jim Fiedler observed, "The same creative force that made 'E.T.' can create a game, and that game in turn can stimulate the idea for another movie." At the heart of MCA's videogame design approach, Fiedler told us, is using those same creative forces, "We're taking the same people who are creative forces in the movies and turning them on to a new type of entertainment." No titles have yet been announced, and a hoped-for 1982 debut has been rescheduled for the first half of 1983.

A driving force in the early programming development of the laserdisk when MCA was still a disk manufacturer, Fielder has a sharp appreciation for the interactive possibilities of linking an optical disk player to an Atari, Odyssey or Intellivision console. Reliable reports from people at Lucasfilm suggest Lucas is eager to explore the possibilities of developing story forms for the disk where the viewer participates in and helps resolve the pilot's line of action.

Transforming even an "E.T." into a successful and challenging videogame is a lot harder than it appears, assures Fiedler. "It might be a case of taking a central movie character and making it part of the game. Our approach is to take the same people who make movies and apply their talents to a different type of product."

"Videogame design and creation has its own set of dynamics, if you choose to exploit it. We prefer to look at it from a broader scope, not just to see if we can put a *Jaws* game out, or exploit another bundle of licensing rights."

MCA echoes Fox's sentiments in its intention to sell games compatible with those systems that have proven successful sellers. "It's the same as with any product, it's what is economically viable. We'll look at how many units there are in the universe, and other factors," says Fiedler.

Asked about the possibility of simultaneous release of movie and game, Fielder acknowledged the clear benefits of marketing a character-related product that is supported by a great amount of pre-publicity, tied to the movie's release. He cautioned, however, that "simultaneous release is harder than it sounds."

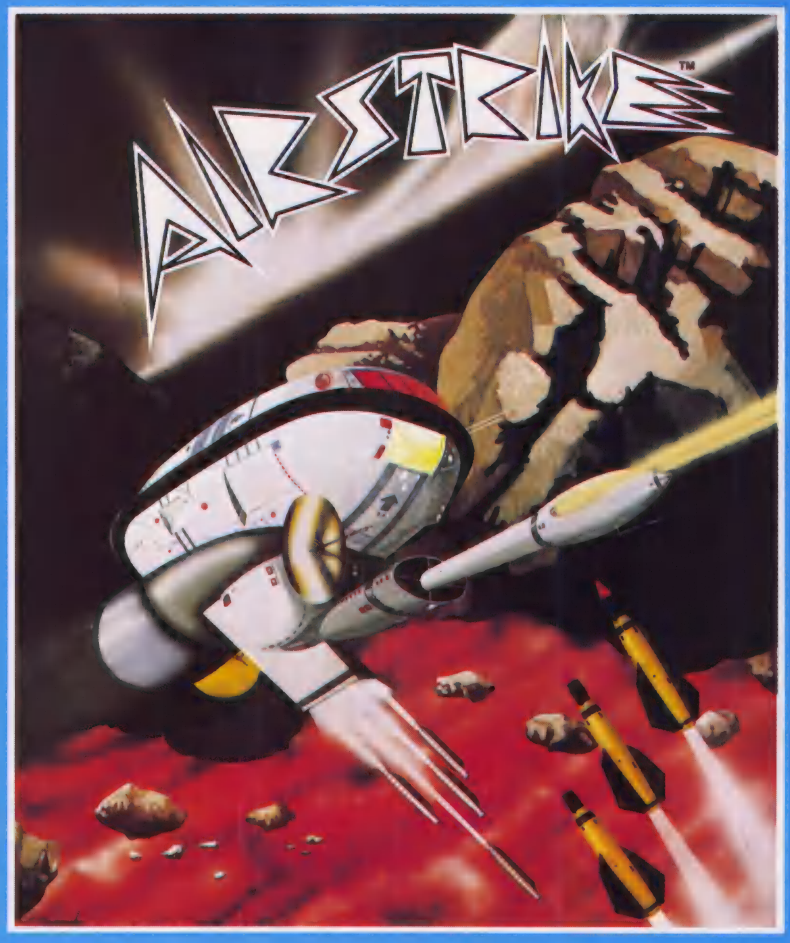
Taking exception to the concept of using creative movie types to forge a new kind of videogame is Atari's Michael Moone. "It's the mismanagement of talent," he stated. "It's one thing to write a screenplay or direct a movie. It's quite another to design a game based on a movie theme.

A lot of people don't understand what goes into a game." ■

Bruce Apar, author of The Home Video Book, *is editor and co-publisher of VIDEO Magazine.*

TAKE CONTROL
$64.95 Apple III* and IBM**
$59.95 Apple II*
Allow 2 weeks for shipment
All mail orders add $2.00 for postage and insurance
Texas residents add 5% tax
TG PRODUCTS
TG Products brings you the ultimate game controller — the TG Joystick for your Apple II*, Apple III* and IBM** computers. Add the fun and excitement of quick-response that makes extended playing time a real joy. TG Joystick, with two large pushbuttons, is a super sensitive joystick with self-centering feature maximized by trim adjustments on both axes. Self-centering feature may be disengaged depending on game requirements.
Enjoy this and other fine TG Products for computers — paddle controllers or our Select-a-port unit for extending the flexibility of your game port with switch-selectable sockets. Also, soon to be available, our new Trak-Ball controller. Ask your local dealer or order direct from
TG PRODUCTS
1104 Summit Ave., Suite 110, Plano, Texas 75074
Telephone: (214) 424-8568.
*Apple is a registered trademark of Apple Computers, Inc.
**IBM is a registered trademark of International Business Machines Corporation

Very, very, difficult!



The definitive, super-fast, multiple skill, shoot-out game for Atari® 400/800™ with superb arcade-type realism.

Retail price for 16K cassette or disk: $39.95
One or two player game.
Coming soon: Venus Voyager, TimeWarp, and more programs by fine English software designers and authors.

The English Software Company
P.O. BOX 3185 • REDONDO BEACH, CALIFORNIA 90277
(213) 372-3440
Direct orders welcome.

ENGLISH SOFTWARE™

©1982 English Software Company • Atari is a trademark of Atari, Inc. • English Software is not related to Atari, Inc.

CIRCLE #109 ON READER SERVICE CARD

Spinning Software Into Gold

ILLUSTRATION BY RON LIPKING

Roll Over Beethoven . . . Again. There's a new type of gold being spun by record retailers and it has nothing to do with rock 'n' roll, jazz or even classical music.

The record industry has jumped squarely—and profitably—on the video game bandwagon and LP and tape merchants are now discovering that many of their "hits" are coming from the r&d labs of Silicon Valley, CA, rather than the recording studios of Los Angeles, New York, Nashville or Muscle Shoals.

Electronic video game cartridges from the major suppliers—Atari, Mattel Intellivision, ActiVision, U.S. Games, Apollo and others—have stampeded into increasing numbers of U.S. record/tape chains. Even the traditional record distributor and one-stop have gotten into the act, part of a shifting software entertainment marketing/distribution scenario that also has record labels and their sister and parent companies making a video/game connection.

Consider. WEA, the powerful Warner Bros./Elektra/Atlantic records distribution giant has become a non-exclusive Atari distributor. Of course, the WEA labels, WEA Distributing and Atari all belong to the same corporate family, Warner Communications. CBS has pacted with Bally Manufacturing Corp. for CBS to make and market home versions of Bally arcade video games. Moreover, CBS has become the exclusive foreign distributor, outside of Japan and Canada, of the ColecoVision video game system and cartridges, as well as Coleco-developed cartridges for the Atari VCS and Mattel Intellivision systems.

English giant Thorn-EMI is now making video games and computer software available, which should begin to flow through the Capitol-EMI Records distribution network stateside. The new MCA games division will likely tap MCA distributing, the same network that moves MCA Records and MCA Videocassette product.

And the recent RCA Corp./Columbia Industries joint venture suggests that games, in addition to home video product, may one day go through the RCA Records distribution channel.

Eclipsing home video

In many cases electronic games are eclipsing videocassette and videodisk for record retailers, a product category many had already begun dabbling in. Fluctuating film studio rental policies as well as the rental nature of the videocassette business, however, has caused some record retailers to curtail their involvement.

Games, though, have caught on much faster. Initial capital investment for the retailer is much less than home video and retail price points are lower than videocassettes, although still somewhat higher than LPs.

One key attraction of games, say dealers, is that they lure in essentially the same customer demographic—the identical audience that plays arcade video games and purchases LPs.

The ideal situation, say record retailers, is for the consumer to make a multiple purchase of *both* games and albums. It's no secret that the record industry is experiencing one of the worst slumps in its history and games are one way to bring young shoppers back into stores to pick up the slack. Ironically, it's the arcade game phenomenon, parent of the home cartridge business, that's blamed for the fall-off in record sales.

Record dealers also claim there are many parallels between merchandising records and video games. The product is yet another form of entertainment software, is volatile, turns over quickly, is rhythmic, and experinces multiple unit sales. And many claim it's a hits business with today's hot sellers like a *Pac-Man* or a *Chopper Command* really no different than a new Linda Ronstadt album. Later the hit becomes a staple catalog title.

What is. . .

a disk without a drive?

a drive without a computer?

a computer without a program?

Nothing!

MICRO DISTRIBUTORS, INC.

11794 PARKLAWN DRIVE
ROCKVILLE, MD. 20852
(800) 638-6621 (301) 468-6450

1212 NORTH 39th STREET, SUITE 111
TAMPA, FL 33605
(800) 282-3385 (813) 248-1172
(IN STATE)

CIRCLE #108 ON READER SERVICE CARD

Of course, record merchants are not immune either to the mind-numbing marketing statistics being projected about electronic games—55 million game cartridges and consoles to be sold in 1982, representing more than $2 billion in retail sales. They want a piece of that action too.

The colossal Camelot Music chain based in North Canton, OH, which operates 130 Camelot and Grapevine stores in 29 states added video games to 25 stores at the end of 1981.

"The results were so encouraging," says Dwight Montjar, video director, "that all stores are now carrying them.

Brands carried include Atari, ActiVision, Intellivision, Imagic and Apolo. Six-and-a-half x 4 foot custom cases were constructed to house the product.

"Home video games were taking the entertainment dollar away from records. We wanted to bring that entertainment dollar back into our stores."

Letting consumers know

How does a record store let the consumer know it stocks games?

"You do have to work on consumer awareness," relates Montjar. "Customers were not used to seeing video games in a Camelot store. You have to do a fair amount of advertising and create your own displays. With some game suppliers, there's not enough point-of-purchase material to go around so you have to develop your own. We've even made up banners for our mall stores which inform passers-by that we carry games. And we've also done a good amount of newsprint advertising. There's fairly good co-operative advertising available."

Why, fundamentally, did Camelot move into games?

"Let's face it," responds Montjar, "home video games were taking the entertainment dollar away from records. We wanted to bring that entertainment dollar back into our stores. And it's very similar to the record business. You've got hits, stiffs and catalog. We want to position ourselves as a software entertainment chain. We're looking closely at what's going on in the personal home computer field. Games are just a prelude to what's to come.

Montjar acknowledges that, like other record stores, it wasn't exactly easy convincing games manufacturers that record stores were that viable a distribution avenue for their product.

At the beginning, the huge mass merchandisers and specialty stores were gobbling up games quicker than manufacturers could supply them. The record retailer had a credibility problem. Wasn't the record business notorious for returns and lax billing practices?

"It was a burden at first," recalls Montjar, "but we overcame it and I think we helped lay the groundwork for other record stores. When we first approached the manufacturers back in January 1981, they were not overly enthusiastic about making us business partners. Some wanted to know why we only wanted to carry the software and not the hardware. Others wanted to know why we wanted to carry it in the first place. We responded by telling them that we carry records and tapes but not stereo equipment. We put together a program we felt would work, the manufacturers liked it and we took it from there."

Vendor-retailer relationships with respect to games are different than they are in the record area confirms Montjar.

"Because there are no returns," he says, "you have to spend more time with the product category. The key is to buy smart and right."

"If record retailers are not carrying video games or are not preparing to add them, they are making a big mistake," states Herb Fischer, president of Major Video Concepts, a major home video/games distributor in San Diego, CA.

Where home entertainment is going

"Record retailers," he continues, "have to figure out where home entertainment is going and it's moving far beyond records, cassettes or even home video. Electronic games will be with us for a long time and it's the first step toward making the personal home computer and software for it a mass market item."

Fischer, himself a veteran record industry man, began acquiring video game lines almost two years ago.

"So far," he claims, "we have been extremely successful with them. It's the fastest growing product I've ever dealt with and we're finding it an easy sell to record dealers.

"The record dealer is a perfect candidate for games. The price points are much more attractive than home video product. Movie videocassettes are still priced too high for the U.S. consumer to collect them. At $14.99 to $29.99, games are priced so consumers can and will buy them.

"And it's basically a hits business. My advice to the record merchant would be to stock in breadth with some depth, just the way they would with the Top 20 singles and LPs. Then treat it as 'hits of the month.' The age demographics for the record dealer are also the same."

Fischer advises record retailers to keep merchandise close to the cash register and create a games boutique within the store highlighted by graphics.

"The games industry," he emphasizes, "sizzles with graphics and point of purchase material. It's perfect for record stores," he also agrees that record stores need to approach the category with a different attitude.

"They must become buyers, not purchasers," he advises. "You should buy discretely and cautiously. The film studios are not supporting returns for movie videocassettes. Neither will games manufacturers support returns. You buy 10,000

pieces, you own 10,000 pieces."

Gene Silverman is another long-time record industry veteran who now operates a home video and games distributorship, Video Trend, near Detroit, as well as several record stores in the Detroit area.

Price points and demographics similar

"Record stores can be very successful with games," he states. "The price points are right and the demographics are right. And one does 80 percent of one's business with 20 percent of your titles. The key is breadth and when you need depth, you can go to a distributor for prod-

Saturday Night Fever—1982

If you are a music retailer, chances are you don't know who Todd Frye, Howard Warshaw, Robert Polaro, David Crane, Bob Whitehead or Steve Cartright are.

You may be familiar, though, with some of their "Top 40" product: *Pac-Man, Yar's Revenge, Defender, Laser Blast, Chopper Command* and *Barnstorming.*

All are designers of best-selling electronic video game product for both Atari and ActiVision and it might not be too far-fetched to think of each as a Billy Joel or a Stevie Wonder for a new generation of computer-oriented youngsters.

While there are many parallels to be made between merchandising records and video games, there are quite a few analogies on the manufacturing side as well.

ActiVision, for example, has a chief operating officer and president who comes from the music business, Jim Levy, one-time corporate vice president with GRT Corp. and responsible for their Music Tapes division.

He likens the process of writing a game to the whole concept of songwriting and composing.

"There are a lot of similarities between the record business and what we do," he observes. "We even have the equivalent of a vice president of artist & repertoire, Tom Lopez, only we call him vice president, editorial development. But, in essence, he serves as an a&r man, finding and developing talent and then marrying the artistic side with the business side."

Levy also likens the in-house computer and development process for games as well as the need for staff designers to the early days of the music industry when record labels maintained in-house recording studios and staff songwriters. Later, though, he suggests, as the game and computer software markets grow, more independents will flourish, much the same way independent recording studios and songwriters blossomed.

Like songwriting, too, the length of time to write an electronic game or computer program can vary tremendously, anywhere from a few weeks to a year-and-a-half depending on the level of complexity. Interestingly, some games manufacturers, like the new 20th Century-Fox Games, interview potential programmers about their musical backgrounds.

And as in writing a hit song, the rewards can be mind-boggling. A million unit selling game cartridge, averaging a $15 retail price, can gross $15–$20-million for the manufacturer.

To date, there have been several titles in the games industry which can be legitimately called "gold" or "platinum." Among them Atari's *Space Invaders* and *Asteroids,* both at the three million mark. *Pac-Man* is another platinum contender.

ActiVision, as do the other game manufacturers, indicate their designers are "well rewarded" for their efforts.

No one is handing out gold or platinum certifications yet but according to Steve Traiman, executive director of the Recording Industry Assn. of America, the music industry trade group, "you never rule anything out." RIAA is already handing out certifications for best selling home videocassettes and videodiscs under its RIAA/VIDEO division which embraces marketers of home video products as members. Traiman does say that the RIAA will look to bring games manufacturers in as members as the trade group can be a vehicle for them to examine and solve similar problems in the areas of copyright and piracy.

One trade group that does plan to certify games cartridges is the International Tape/Disc Assn., which, like the RIAA, certifies home video product. Ironically, Henry Brief, executive director of the ITA, held a similar post at RIAA for many years and the music industry veteran indicates he sees many parallels between the two industries. Games and computer software will also become a major part of ITA's annual Spring seminar slated for Hollywood, FL, next March.

NARM, the National Assn. of Recording Merchants, is also addressing the issue of games retailing for its members.

In addition to ActiVision, a number of other games companies are being spawned by former record industry executives. Al Bayley, the founder of the GRT Corp., is now helming Arcadia Corp., a Santa Clara, CA-based firm making games available on audio cassettes that interface with the Atari VCS via the "Supercharger."

Herb Hirschfield, one-time GRT senior vice president and Bob Rice, former sales promotion manager, are involved with new games firm Data Age, Saratoga, CA. And Telesys, Fremont, CA, has Rich Taylor, former GRT advertising and promotion manager, as president, and two other former senior GRT executives, Jack Woodman and Jay Albrent, in key posts there.

Even packaging of games—both ROM cartridges and recreational computing software on diskette (floppy disk)—have taken on a flair and style similar to the packaging of LPs, audio cassettes and 45s.

Some industry observers are also suggesting that the arcades are the new radio stations of the 80s where new titles receive exposure. Recent ties by Atari and McDonald's also suggest that the games industry will be as highly promotional-oriented as the music or movie industries.

One last intriguing thought for the record retailer. The film industry has moved into the games area and will bring many of its highly identifiable characters—such as "Jaws"—to the video game screen.

Can the day be far away when record labels and managers license images of their artists for video games? There's already been a precedent of sorts with Elton John and KISS pinball machines.

Imagine. *Swashbuckler* and *Mega-Mania* meet "Jumping Jack Flash."

uct fill."

Silverman's advice to record retailers; "Display them face out and close to the cash register. Then let your trade know you've got them." The formula, he maintains, works well in his Now Playing and Record Breaker outlets.

"Record retailers," he footnotes, "should also be thinking now about computer software. It won't be long either before we have games on videodisk and videocassette. The audio cassette is something the record dealer is well-acquainted with. But you'll see that become a more active computer programming tool."

All 32 stores in the influential Southern California Licorice Pizza chain have added games, according to the chain's Lee Cohen. Brands merchandised include Atari, ActiVision and Intellivision with hardware also being eyed.

"It fits our definition," he says, "of being a home entertainment dealer. We're more than just a record store. We're also rolling out home video product in our stores, although a little slower than games. I think games are perfect for record retailers, perhaps more so than any other type of retailer."

Like Camelot, Licorice Pizza has created its own distinctive glass display cases, similar to those housing record care and accessories product.

So far, summarizes Cohen, the product area has been an explosive one with the chain planning to greatly step up its advertising and promotion of the product.

"The POP material is timely and excellent," he adds. "And we're using mobiles which we find most effective. We've positioned the product in the front of the store, close to the tape wall."

Cohen figures that various types of multi-format entertainment software are all linking.

"A year ago," he says, "when we first added home video we noticed that our video customers didn't care about records. But now we are beginning to see an overlap between the purchase of movie videocassettes and the movie's soundtrack.

Writing The Hits

It took Dan Gorlin, the author of *Choplifter*, nearly 8 years of switching his major at college back and forth between computer sciences and music before he finally made a decision.

He was graduated from the California Institute of Arts with a B.A. in music. With a music degree in hand, one might assume that his first 'real world' jobs and experiences entailed playing a slew of nightclubs and knocking on record producers' doors.

Upon entering the real world, Gorlin ended up working in artificial intelligence for the Rand, Corp. in Santa Monica, CA

But Gorlin's indecision about computers and music didn't end with a college degree in one and a job in the other. He quit the Rand job after two years to pursue a career in music.

After six months, his yearning to write music disappeared when he borrowed an Apple computer from his grandfather and started creating games. In the end, his efforts brought him a top-selling game, *Choplifter* from Broderbund.

Though he admits his experience with the recording industry borders on just more than hearsay, he says he knows enough about both industries to candidly discuss the similarities between the two. "I never put a record on the charts or anything like that, but I did have enough exposure to the industry to see its workings," he says.

"Right now, it is like 45s," he explains. "You put a 45 out and wait and see if it hits the charts. You write a game and hope for the best." He adds, "Even the disks look similar and come packaged almost in the same manner."

Most artists would agree that the process of creating a song follows the exact process involved in developing a game. It all starts with an idea that eventually blooms into a tangible piece of work. Basically, the only difference is the craft and the technology.

"My lifestyle didn't change one iota when I switched from music to computer program writing," Gorlin says.

In some respects it is a software author's market, right now, he reports. The recording industry is riddled with long-term contracts and aspiring artists fighting to get at a contract. As for electronic gaming, Gorlin finds, programmers—an independent group by nature—"glare at those software companies asking authors to sign even two-month contracts," he says.

He finds, however, software companies want commitments and look to the record industry as a model. Because of this, he sees that authors who used to spend a lot of time working on a program, trying to get perfection, being forced to turn out products quickly thus jeopardizing quality.

Similarly, musicians in an attempt to maintain commercial success often sacrifice quality. "Their music becomes shallow," Gorlin says. "That is why so many 17-year-olds are hired as authors. It is really easy to punch out software."

Liken to most other industries, commercial success forces those that prefer to make quality products to become esoteric, Gorlin observes. "I think this may happen to me. I am more concerned with the potential of this technology rather than the money making side."

Currently, authors receive more creative freedom than their record industry counterparts. Also software designers can strike a better payment agreement. Usually, authors make royalties ranging from 20 to 35 percent on each game sold.

It takes about six months to design a quality game, Gorlin reports. He is currently developing three games for Broderbund, based in San Rafael, CA. He hopes to have one game out by Christmas.

As for Gorlin, he may have been smitten by the software bug. He also finds, now that he has a hit game topping the charts, he has developed a small following of fans, who are waiting for the next Dan Gorlin game to come out.

For now, it seems Gorlin has found his career niche.

TODAY'S MENU

For Your VIC™ 20 and ATARI® 400/800

Games

ASTROBLITZ
Protect your planet by destroying enemy saucers.

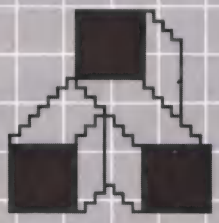
TRASHMAN
Drive the garbage truck and empty the city's trash cans. But watch out for the flies.

CITY BOMBER
Level a city to make it easy to land. Take off and do it again.

ACTION GAMES
SEAWOLF, BOUNCEOUT, or VIC TRAP. You'll need sharp eyes and quick hands for these.

Education

EDUCATIONAL/RECREATIONAL (I & II)
Put fun into learning math, spelling, and spatial relationships.



LOGIC GAMES
The computer is thinking. You should be, too.

Choose an Entree:

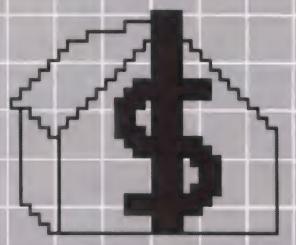
Maybe it's a colorful and challenging game like ASTROBLITZ, TRASHMAN, or CITY BOMBER; perhaps an educational game like HANGMAN or MATH HURDLER; maybe a basic diet of household concerns like HOME INVENTORY, HOUSEHOLD FINANCE, or DECISION MAKER.

Take your pick. All you have to supply is your VIC™ 20 or ATARI® 400/800 and your own ideas about how to put our software to use. We supply the rest: competitive games, educational games, down-to-earth personal programs, and simple instructions that make everything easy to digest.

What you see here is part of the menu for today. We'll be adding more, so check our menu from time to time. It's growing, and it's all take home.

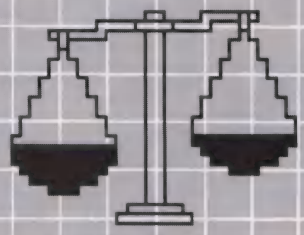
Contact your local outlet.

Personal



HOUSEHOLD FINANCE
Schedule the family budget, account for expenditures, and face the tax man with a smile.

HOME INVENTORY
Make a record of what you own and revise it as you go. Find out what you've got in seconds.



DECISION MAKER
What should you do about virtually anything? Here's help.

LOAN ANALYZER
Home, car, boat . . . whatever: How much can you afford? Find out.

CREATIVE SOFTWARE
A Division of ASCI, Inc.

201 San Antonio Circle, Mountain View, CA 94040 U.S.A. (415) 948-9595

CIRCLE #107 ON READER SERVICE CARD

Now the video customer has a game machine in addition to his VCR. They can find all the software in our stores. Pretty soon the link between movie videocassettes, soundtracks and games spun off from movie characters will be evident."

Licorice Pizza, adds Cohen, will take a page from the promotion minded record business and apply it to video games merchandising.

"We want to tie in with Atari," he states, "or whoever else is promoting video games. We're even thinking about offering a discount on a record with the purchase of a video game."

Sterling Lanier, president of the 31 Record Factory stores headquartered in Brisbane, CA, is also looking forward to multiple cross promotions.

"One potential situation we could already exploit," he notes, "is to have the rock group Journey, featured on the 'Tron' movie soundtrack, make an in-store appearance. They could not only autograph the record but the video game cartridge of 'Tron' as well.

Golden opportunity

"The record industry," he adds, "has a golden opportunity to make this their business. The similarities between records and games are striking."

By carrying games, figures Lanier, he will be competing with toy stores, drug stores, department stores, furniture/appliance stores, video specialty stores and electronics stores, in addition to his traditional record store rivals.

"But my hunch," he says, "is that many of those outlets will eventually be racked. And it will be the record store which will emerge as the all encompassing software entertainment outlet."

The forward thinking Lanier actually added games to his chain as far back as 1978 but dropped them because he felt it was too seasonal a business.

"At the time," he remembers, "Atari did only seasonal advertising and they or we didn't have the ability to sustain the market year round. Now, of course, it's different."

Last February the Record Factory added Atari, Intellivision, Imagic and ActiVision and "business has been incredible. We're doing a lot of advertising and have been very pleased with sales."

Unlike many other record stores, Record Factory takes a different approach to merchandising, preferring to display them in an "open way" in a rack adjacent to a hardware demo unit.

On the back burner for the Record Factory is a chain of computer hardware and/or software stores.

"Most computer stores," says Lanier, "are operated by computer freaks and many don't know that much about retailing. We're a record store and we know a good deal about software merchandising." ■

AREN'T YOU LUCKY GAME DESIGNERS

THE MIRACLE OF CREATION CAN BE YOURS

INTRODUCING THE ATARI® VCS GAME DEVELOPMENT SYSTEM

We call it the **FROB™** and we supply you with just about everything you need.*

You get an Apple® accessory printed circuit board and an in-circuit emulation cable and two cartridge adapters and a diskette full of software subroutines and a user's guide to the system and a subscription to the FROBBER™ newsletter and a one-year software update service and licensing support for your game concepts.

We call it the FROB

If you want to know more, call 408-429-5138 or write to: FROBCO, P.O. Box 2780, Santa Cruz, CA 95063

*Requires an Apple II and Atari VCS with no modification to either machine.

Atari and Apple are registered trademarks of Atari, Inc. and Apple Computer, Inc. respectively.

CIRCLE #105 ON READER SERVICE CARD

TRIANGLE ELECTRONICS

Triangle Electronics

Distributors of Consumer Electronics Since 1960

Proudly Announces The Opening Of Our

COMPUTER SOFTWARE DIVISION

Specializing in recreational and educational software from these leading software publishers:

• Broderbund • Datasoft • Educational Software • Edufun • Epyx • K-Byte • IDSI • Roklan • Swifty • United Microware

For Prices, catalog, or to place an order call:

Toll Free

(800) 245-6711

In Pa. Call Collect to the Software Order Dept: (412) 441-9659

6580 Frankstown Ave. Pgh.,PA. 15206

CIRCLE #106 ON READER SERVICE CARD

Nickelodeon

You're in a black room with neon signs hanging from the ceiling. Music is playing and four video monitors and one large-screen are broadcasting five of your favorite flicks.

You haven't stepped back in time to your bedroom of 1968. What you *have* done is stepped into a retail store that really knows how to sell entertainment—and has been doing so since 1978.

Located in that upscale area of Los Angeles known as Century City, Nickelodeon opened its doors in the Spring of that year to lure customers into its 4,000 sq. feet that was stocked with vinyl that rotates.

But times changed: LP prices skyrocketed. The record industry began to feel the effects of corporate financial purges. Customer dollars began to move elsewhere—and Nickelodeon's management responded by moving into video sales.

What began as a small venture—one small case was ordered—has become half the store, with 2,500 titles in stock.

Video Merchandise Manager Chaz Austin describes the store's clientele as being made up in good part of tourists from the Arab countries, Japan and Mexico, who come in and buy $3,000–$4,000 worth of tape and pay cash for it.

"Our customers make special trips to our store when they're in L.A., because we have the selection and the service. Americans are blown away by the fact that when they walk in here and ask a question, there is someone to give them an answer, someone to help them and suggest things."

It is Austin's contention that shopping in a record store is usually hard work—particularly for foreign tourists, those same people who will walk into his store and ask for the top 20 albums or the top 30 videocassettes.

But aside from top-flight service, it is also the merchandising strategy of Nickelodeon to be on top of—if not in front of—new technology at all times, presenting an image (enhanced by the decor) of "now." So it is that they "carry every videodisk made—both laser and CED. It's a huge growth area for us, and a really big profit center," states Austin.

Nickelodeon's spacious Century City mall store devotes ample window display space to records, home video and video games.

Neon signs inside the art deco store let customers know where product can be found.

The store caters to a very aware consumer group, many of whom are in the entertainment industry. Austin feels that it is his market's acceptance of technology, along with his service and selection that has enabled the store to garner the reputation it has—to say nothing of his high-traffic location that ensures repeat traffic. He states that "People know us and our reputation. They know we respond to their needs. Plus it's a fun place to shop."

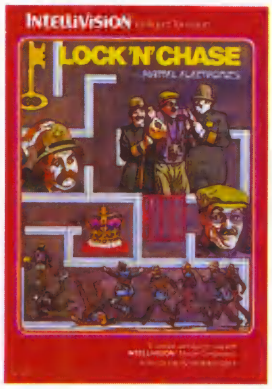
The store presently carries a full selection of Atari games, ActiVision, Imagic and Intellivision, and although they "do O.K. with them," Austin states, "we're all primed for the next generation of video games. We're into laser, we're into tape, and we're into games. The next generation will be interactive lasers that interact with the games. The new generation of games will not be games at all. They will be software for the home-computer hardware. And we're ready to take advantage of it as soon as it starts happening. That's where we're going next."

Austin also foresees the emergence of digital audio disks—finally—as a viable medium that, in conjunction with the other products of the new technologies, will cause the emergence of the home—entertainment center. And although he can't foresee exactly when this will all become reality, he states that Nickelodeon "will be moving into computer software sometime within the next year. I can't say exactly when. It depends on what the market is going to be doing, and how many people have home computers, and how available the software will be.

"The sign from Heaven will be more units in people's homes and more demand from our customers for them. So far there has been hardly any demand at all, because of the economy. But it's just a matter of time, just like it was with laser technology. After four years it's really starting to pick up. We're ready for when it happens with computers." ■

SUBMARINE COMMANDER: Thorn EMI. Leave it to the English to come up with a strategic ocean warfare game. The player directs a submarine patrol simulator to hunt and destroy all enemy shipping in Mediterranean waters, not as azure calm as you might think. When submerged, Sonar acts as a plus to detect your targets but ships fight back with lethal depth charges. You can dive in retreat but too much depth will crack the hull. A safe escape permits another surreptitious rise to periscope level to map out yet another attack on the convoy. Added stress for the player results in constant instrument checks for oxygen level, fuel, battery charge, depth under your keel and, of course, enemy destroyers. For Atari 400/800 computers. Nine game variations.

CIRCLE #184 ON READER SERVICE CARD



LOCK 'N' CHASE: Mattel Intellivision. The player's thief is robbing the local bank. Four police officers are in hot pursuit. He makes tracks down vault corridors where he swipes gold coins and other treasures. The idea is to keep one step ahead of the law. When the police get close, the thief locks a door and makes fast tracks in another direction. Run smack into a cop and you're nabbed. For use with Intellivision Master Component.

CIRCLE #185 ON READER SERVICE CARD

DEMON ATTACK: Imagic. A savage array of demons attacks a science colony on the Moon. The player needs to maneuver his laser cannon across the lunar landscape returning fire and obliterating armies of attackers. You decide to seek out the demon lair and end their evil but as you approach their hideous camp, unspeakable horrors await you. Mattel Intellivision compatible.

CIRCLE #186 ON READER SERVICE CARD

WORD ZAPPER: USG Vidtec. Scrabble-ites will delight with this game. The player controls the Word Zapper, a rotary wing vehicle armed with vertical and horizontal firing lasers. It's also capable of great maneuverability. Opposing the player is the Scroll, which parades the alphabet across the screen taunting you to duplicate a word or scrambled letters flashed at the bottom of the screen. The player must shoot each letter in perfect order and must match three words or letter combinations within 99 seconds. Admittedly, it doesn't seem too difficult. But enter the Asteroids, friends of the Scroll.

CIRCLE #187 ON READER SERVICE CARD

SERPENTINE: Broderbund Software. This high-resolution arcade style game by David Snider features mazes, a multitude of deadly, venemous snakes, frogs and spiders. It takes place during a time when mighty serpents rule what's left of a decaying civilization. The player has managed to tame several of the huge creatures to do his bidding and must now ride forth to rid the planet of the others. Frogs are the 'vitamins' you feed your serpents in order to combat the evil snakes, who also get their nourishment that way. It becomes a battle of wits in a land populated by slithery evil. For Apple with 48K.

CIRCLE #188 ON READER SERVICE CARD

JUGGLES' RAINBOW: The Learning Co. Youngsters aged three to six can use this software in a pre-reading period since it teaches them such concepts as above/below and left/right. Kids divide the keyboard in half with a blue strip; then they press the keys to make pictures appear. Juggles, a colorful clown, then sets the scene for spatial learning games. The first game, Juggles' Rainbow, has cycling rainbow colors for 'above' and dancing rain for 'below.' Another, Juggles' Butterfly, shows a butterfly with changing color on its wings to illustrate 'left' and 'right.' Children also work with lines and circles that help them learn the difficult alphabet letters p, d, b and q. For Apple with 48K.

CIRCLE #189 ON READER SERVICE CARD

FMS
The Software Machine
Powerful Fast Responsive

Performance, speed, control, ease of use. That's what you expect from a finely tuned machine. And that's what your data management software should deliver too. The *new* FMS-80 Version 3 gives you this and *more*–a fully integrated Applications Development System that makes even the most complex application easy.

Almost everyone needs to manipulate information. With FMS Version 3 even a beginner can follow the simple menu selections and be off and running in almost no time. Customized screens and user menus are easy to design. Powerful full-screen editing makes entering, modifying, adding or deleting data a snap.

FMS makes getting your information out easy too. Interactive QUERY and comprehensive SELECT can extract the data you need almost instantly. Our powerful Report Generator can produce almost any imaginable report with minimal effort. FMS takes you by the hand each step of the way.

More Than Just a Database Manager.

If you've been around the track a few times already, FMS is for you too. Our enhanced Version 3 EFM programming language gives you total control. Our ISAM-like multi-key data structure, access to 19 open files, full string handling, alphanumeric variable, field and file names, 18 digit FP&BCD math, structured programming constructs and other advanced features make EFM the language of choice for data management applications. FMS can make you more productive and save you time and money, whether you're developing a simple mailing list or a complex turn-key general accounting system.

The UNIX-inspired FMS Shell brings advanced capabilities like command stream manipulation and dynamic input and output redirection to the CP/M world for unprecedented control of the operating environment.

Don't Run Out of Gas.

FMS's capabilities go way beyond other data manipulation programs. More fields per record, more open files, more variables, more everything.

	FMS	dBASE	Condor
Maximum fields per record	255	32	127
Maximum number of variables	281	64	0
Maximum number of open files in a program	19	2	2
Maximum number of open files in a report	19	1	1
Maximum display pages per record	255	3	1

Don't lock yourself into a system that can't handle the big jobs!

A Proven Winner

FMS-80 has been leading the field since 1978. Now Version 3 sets new standards for the future. Contact your local dealer for a test drive.

New advertising. New dealer support materials. New training programs. New pricing for the healthiest margins around. Join the FMS team now–don't get left behind!

Now distributed by SOFTSEL, Systems Plus and FMG.

DJR Associates, Inc.
303 S. Broadway • Tarrytown, N.Y. 10591
(914) 631-6766 • Telex 646792 DJR NTAR

CIRCLE #104 ON READER SERVICE CARD

BEST SELLERS

RON LIPKING

V I D E O G A M E S

1. **BERZERK—Atari** Primarily a combination maze and shooting game, the objective is to shoot robots and walk successfully through a room without getting obliterated. The room contains dividers in different places and you must also avoid them as well as the bullets from the robots. Its popularity in the arcades, as well as its addictive qualities, has catapulted it to number one this month. Atari VCS compatible.

2. **DONKEY KONG—Coleco** Donkey Kong, the sly ape, kidnaps Mario the carpenter's girlfriend and esconces himself atop a steel fortress. The player attempts to maneuver Mario to the rescue but Kong hurls fire balls and barrels in his way forcing him to jump, climb ladders and scramble. Another variation puts all three characters on top of a riveted sky-scraper. Mario must remove all the rivets to reacquire his girlfriend and zap DK. For use with the Colecovision console.

3. **FROGGER—Parker Bros.** Player must maneuver a frog over several lanes of highway. If trucks or cars don't squash it, it then must make it over a river inhabited by crocodiles. Atari VCS compatible.

4. **DEFENDER—Atari** The planet is being attacked by aliens who take the form of alien landers, exploding pods and bombers. The aliens are also taking your friends, turning them into deadly mutants, to use them against you. You fight back with an anti-alien attack rocket and laser cannons. Atari VCS compatible.

5. **EMPIRE STRIKES BACK—Parker Bros.** For those that remember the movie, huge Imperial Walkers are advancing towards your starbase. In order to knock them out, the player must hit one 48 single times or else in strategic spots which flash when they are vulnerable. The action gets faster, the task more difficult. Atari VCS compatible.

6. **STARMASTER—ActiVision** A player commands a starship cruising alone through the darkness of space. The mission: to protect four starbases by detecting, engaging in battle and destroying all enemy starfighters. An on-board computer helps the player to carry out the task in the shortest time possible and using the least amount of energy. Atari VCS compatible.

7. **COSMIC ARK—Imagic.** The Ark races to bring back creatures from distant planets gliding through alien space. Enemies attack on every side. While you are fighting them, you send a satellite to capture creatures in your tractor beam. For Atari VCS.

8. **ATLANTIS—Imagic.** The submerged city of Atlantis is under constant assault from unrelenting enemies. As commander of the Atlantean forces, the player's three missile installations must guard the skies. Atari VCS and Intellivision versions available.

9. **PAC-MAN—Atari** Still selling strongly, the player guides the familiar figure around a maze gobbling up dots for points and trying to avoid ghosts. In the four corners of the streen are special tablets which, when eaten, enable Pac-Man to temporarily change color to eat the ghosts. Atari VCS compatible.

10. **NIGHT STALKER—Mattel Intellivision** This is a creative mix of maze game and shoot-em-up. The player's man is in a maze where he must avoid evil robots, bats and spiders. His weapon is a gun. The maze is eerie in shape with one corner featuring a spiderweb. For the Intellivision Master Console.

Best-selling software programs across the country based on retail sales volume as surveyed by Software Merchandising.

Turn video game customers into computer buyers

There's a new magazine for video gamers and entry-level computer prospects that's sure to be "The Magazine" of 1983. It's called *Electronic Fun With Computers & Games*. It's from the publishers of world-famous *Video Review*.

Electronic Fun is the one consumer magazine that understands that game users will soon be home computer fans. It is designed to help these consumers make the transition.

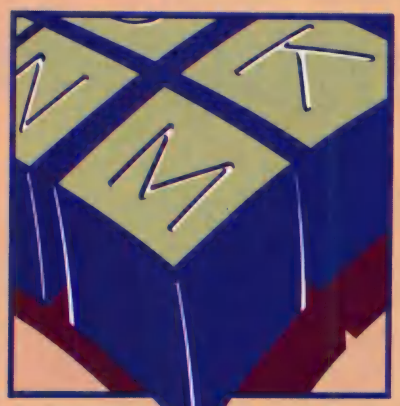
You can feature *Electronic Fun* in your store in a handsome acrylic display rack on a guaranteed-sale basis. You'll make assured profits, add traffic and build sales—all at no risk.

For more information, call Karen Lerner at *Electronic Fun With Computers & Games* —now, at 212/734-4440.

ELECTRONIC FUN with COMPUTERS & GAMES

350 East 81 Street
New York, N.Y. 10028

CIRCLE #117 ON READER SERVICE CARD



COMPUTER GAMES

1. **CHOPLIFTER—Broderbund Software** You're the pilot of a helicopter that must rescue four groups of hostages in a foreign land. Tanks, jet fighters, and air mines all attempt to stop the rescue mission—which gets harder every time you go back to pick up another group. Hi-resolution and simulated 3-D graphics are used. For Atari 400/800 with 48K, and Apple II or Apple II Plus with 48K. Joystick required.

2. **PREPPIE—Adventure International** The preppie in question—Wadsworth Overcash—must cross a golf course filled with lawn mowers to retrieve a golf ball. Successive adventures carry him across a lake and increasingly more difficult obstacles, including bulldozers. For Atari 400/800, 16K cassette and 32K disk.

3. **SHAMUS—Synapse** You're the detective on the case—but watch out! As you move from room to room, you might get shot at. A fast action, arcade-styled game in the genre of *Berzerk*. For Atari 400/800.

4. **BUG ATTACK—Cavalier Computer** A maze chase game, featuring not only visual but musical sound effects. For Atari 400/800, and Apple II with 48K.

5. **CANYON CLIMBER—Datasoft** You've got to get out of the Grand Canyon on your burro—but watch out for the rocks and swooping birds. An arcade-styled game, in the genre of arcade success *Donkey Kong*. For Atari 400/800.

6. **WIZARDRY—Sir-Tech Software** You can choose from 5 races and 8 professions to create up to 6 characters, each with their own strengths and weaknesses. These characters explore a dungeon, fighting groups of monsters, casting spells, finding treasure and magic items, and clues to solve the puzzle presented in each scenario. For Apple II or Apple II Plus, with 48K.

7. **NAUTILUS—Synapse** You become the commander of the submarine Nautilus, and must contend with destroyers on the surface firing missiles and depthcharges at you, while frogmen stalk your every move underwater. Floater mines launched by enemy bases add to the peril. For Atari 400/800 with 32K.

8. **SNACK ATTACK—Datamost** Player must gobble up as many gumdrops as possible, over three different mazes. Gumdrop Guards control each maze; each maze also contains special doorways, magic stars, and pop-up desserts. Once eaten, the Gumdrop Guards scurry into a regeneration chamber where they grow new bodies. For Apple II with 48K.

9. **TEMPLE OF APSHAI—Automated Simulations** One of the first role-playing adventure games for the personal computer market, this game involves a four-level dungeon. You wander through, building on the strengths of your created character, in an attempt to gather all 20 available treasures. An innkeeper sells you weapons, armor, and healing salves. For Apple II or Apple II Plus with 48K, or IBM Personal Computer.

10. **PACIFIC COAST HIGHWAY—Datasoft** This one is a variation on the old chicken-crossing-the-road. Player must cross the busy highway. If you survive that, then you've got to skip across the ocean to an island paradise, from ship to ship. For Atari 400/800.

Best-selling software programs across the country based on retail sales volume as surveyed by Software Merchandising.

WINNER AND NEW CHAMP

1982 has been quite a year for COMPUTER MERCHANDISING.

First, our December '81 industry directory issue won the Western Publishing Association's "Maggie" Award for Best Directory.

And recently, we've gotten independent confirmation that we're the dominant publication in the retail computer trade. By any measure you care to look at—ad pages, editorial pages, or share of advertising expenditures—COMPUTER MERCHANDISING has a commanding lead.

According to ADTRAK TRENDS Microcomputer Media Newsletter, we captured the lion's share of the trade advertising in our industry. In fact, COMPUTER MERCHANDISING carried over 22% more ad pages than our closest competitor.

Book Your December Directory Ad Today

December is our Industry Directory issue and will be kept and referred to for months after publication. Your ad in it is a "must" to maintain your "share of mind" among retailers.

If you only advertise once this year, do it in December! If you're a regular in COMPUTER MERCHANDISING, consider increasing the size of your ad.

Space reservation deadline is Nov. 1. Regular ad rates apply. Don't miss out on this sure-fire winner.

East Coast Representative
Paul McGinnis
(212) 490-1021

Midwest Representative
George Mannion
(312) 222-9308

Northern California & Northwest
Dwight Schwab
(415) 574-3088

Advertising Director
Paul Turchetta
(213) 995-0436

COMPUTER MERCHANDISING

15720 VENTURA BOULEVARD, SUITE 222, ENCINO, CALIFORNIA 91436 (213) 995-0436

ADVERTISERS INDEX

Activision	87	Maxell Computer Products	2
Alpha Et Cetera, Ltd.	60	Memorex Media Products Group	25
Atari	3	Micro Distributors Inc.	71
Atari	7	Milliken Publishing Co./Edufun Div.	47
Atari	29	New Horizon Group	31
Austin Franklin Assoc.	48	Nexa Corp.	49
Autovend Packaging Systems	48	Odesta	32–33
Blue Chip Software	13	Pacific Polytechnical Corp.	76
Broderbund Software	40–41	Readers Digest Services Inc.	31
Creative Software	75	Sensible Software	62–63
Datamost	35	Sierra On-Line, Inc.	37
Datamost	88	Single Source Solution	53
DJR Associates, Inc.	81	SoftCenter Distributing	65
Don't Ask Computer Software	43	Softsel	21
Electronic Fun & Games with Computers	83	Softsel	44–45
The English Software Co.	69	Software Distributors	27
EPYX/Automated Simulations, Inc.	39	Spinnaker Corp.	14–15
Gamestar	51	Synapse Software	59
Innovative Computer Products	54	Syncro Inc.	57
Leading Edge Products	4	T G Products	68
Lightning Software	61	Thorn/EMI	19
		Triangle Electronics Co., Inc.	76
		United Microware Industries, Inc.	9

EVENTS

November 18–21, 1982—New York City
BILLBOARD'S 4TH INTERNATIONAL VIDEO ENTERTAINMENT/MUSIC CONFERENCE
Billboard
9107 Wilshire Blvd.
Beverly Hills, CA 90210
(213) 859-5319

March 6–9, 1983—Hollywood, FL
ITA
International Tape/Disc. Assn.
10 Columbus Circle
Suite 2270
New York, N.Y. 10019
(212) 956-7110

January 6–9, 1983—Las Vegas, Nevada
CES
Consumer Electronics Shows
Two Illinois Center
233 North Michigan Ave.
Chicago, IL 60601
(312) 861-1040

Next Issue IN SOFTWARE MERCHANDISING

WHITHER GAMES IN 1983. What will the new game trends be in both computer software and video game cartridges. What will the titles be? How strong will video games be during the first quarter?

SOFTWARE RETAILERS. A look at the rise of the computer software retailer. How fast are they growing and what will they do in terms of market impact?

THE HISTORY OF A GAME. How does a game come into being. In-depth interviews with the designer, manufacturer, arcade owner and (videogame) marketer.

ARCADES TO THE HOME

ARCADES TO THE HOME. A look at how the popular arcade games have moved into the home. A review of some of the best-selling arcade-to-home titles.

PERSONAL PRODUCTIVITY SOFTWARE. Computers can be more than just fun and games. A study of computer software that has real viability in the home.

THE BIG BOYS IN EDUCATION. Major suppliers square off in a battle of LOGOS. Who will graduate first?

MANY HAPPY RETURNS. What's the optimum retail policy on returns? How can they be minimized, if at all? Will returns be a lingering problem in the software industry?

PLUS: Bonus distribution at the January Consumer Electronics Show. ADVERTISING CLOSING DATE, DEC. 1.

BRAVO!

"StarMaster™ should go down in the history books of home videogamedom as one of those magic 'turning points.'"

Lou Hudson
Ft. Worth Star-Telegram

"For those who favor 'fast graphics' nothing else is as fun to watch as (Grand Prix™)..."

Laurie Winer
Video Review

"Activision's...game library has been hailed by critics as the most diverse and creative in the burgeoning software arena."

Video Games

"Two new smashes highlight the latest news from the leading independent software company: Steve Cartwright's MegaMania™ and David Crane's Pitfall!™..."

Arnie Katz & Bill Kunkel
Electronic Games

"Chopper Command™...is one of the most exciting cartridges you'll ever plug into the slot of your Atari® VCS™..."

Arnie Katz & Bill Kunkel
Electronic Games

After the critics come the crowds.

Stock up now.

ACTIVISION®
WE PUT YOU IN THE GAME.

Activision makes games for use with the Atari® Video Computer System,™ Sears Tele-Games® Video Arcade™ and Mattel Intellivision®.

Atari® and Video Computer System™ are trademarks of Atari, Inc.
Tele-Games® and Video Arcade™ are trademarks of Sears, Roebuck and Co. Intellivision® is a trademark of Mattel, Inc.
CIRCLE #102 ON READER SERVICE CARD

Become a millionaire! A billionaire! A trillionaire! No difficult work involved, no long hours, no education necessary. All it takes is courage—a lot of courage plus swift reactions and quick thinking!

The money you want is right there in front of you . . all those beautiful $$$ signs that represent tremendous wealth. Just run through the maze and grab it as you go. Simple, right? Sure it is. But, keep a sharp lookout because the Money Munchers' gang want that loot for themselves.

Outwit the mean Money Munchers and get to upper levels and what happens? Why the real trouble begins . . . because now there are special, nasty Guardians to help the Money Munchers. While the munchers pick up the bucks, the Guardians follow your trail—and if you let them catch you you'll only be remembered as the richest man in the cemetary!

Ah, but the riches that can be yours if you reach the top level, alive! Yes, this is your chance to collect the kind of $$$ you've dreamed about. All it takes is courage . . . and a great survival instinct!

Beware the MUNCHERS

for the Apple II*

by Bob Bishop

For the most maze fun you've ever had **and thousands of random mazes,** get MONEY MUNCHERS today—be a millionaire tonight!

DATAMOST INC

9748 Cozycroft Ave., Chatsworth, CA 91311. (213) 709-1202

CIRCLE #101 ON READER SERVICE CARD

*Apple II is a trademark of Apple Computer, Inc.